

Facebook Tracking + Reporting

Facebook Tracking + Reporting

There are several ways to analyze your Facebook account and ad campaigns, including:

- Facebook Ads Manager - business.facebook.com/adsmanager
- Facebook Ads Reporting - business.facebook.com/adsmanager/reporting
- Facebook Pixel Events Manager - business.facebook.com/events_manager
- Facebook Analytics - facebook.com/analytics
- Facebook Attribution - business.facebook.com/attribution

Facebook Ads Quality Control Guide

As I split test ads in Facebook, there are many metrics I track and consider when deciding what I can improve about the ads, but TWO of the most important quality control metrics are:

➤ **Click Through Rate and Relevancy**

Status	Click Through Rate (CTR)	Ad Relevance Diagnostics
Great Ad! Scale Budget	2% and greater	Average (50% and greater)
Poor Ad! Keep Split Testing	Less than 2%	Below Average (40% or less)

The Importance of Targeting & Creatives

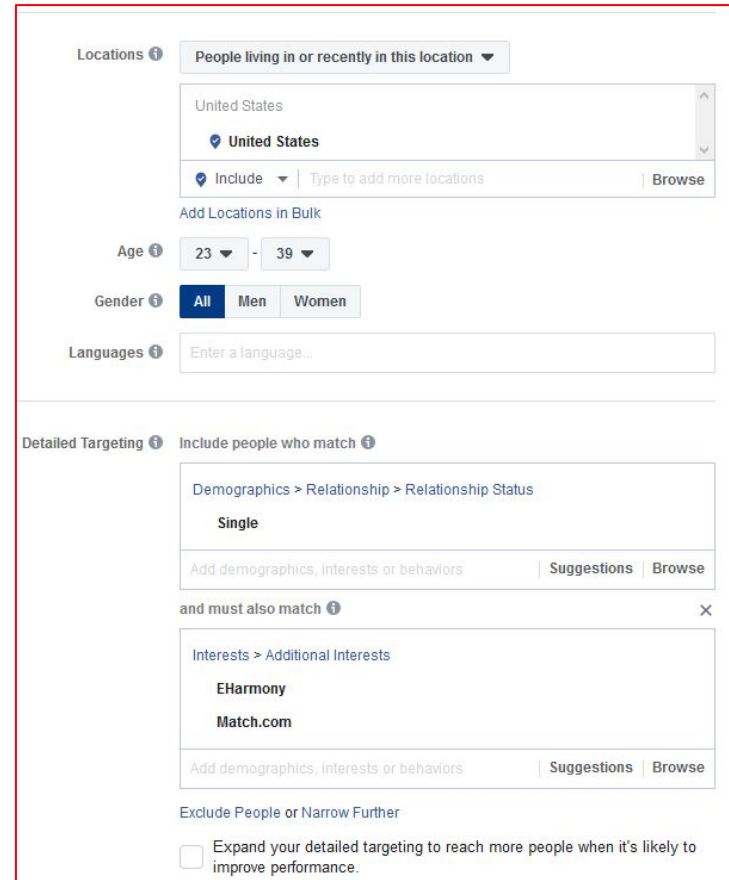
With the perfect optimized ad, your Click Through Rate (CTR) increases, which therefore lowers your Cost Per Click (CPC), which leads to overall ad costs decreasing!

If your CTR is below 1%, you need to need to test and optimize your ad in the following areas...

The Importance of Targeting

- **Targeting!** Is your audience warm enough? Are you targeting the correct people? A perfect top of funnel Detailed Targeting option is to select your target market demographics and then **NARROW** the targeting based on that markets **PROBLEM**.

EXAMPLE: For my dating app client I target the apps age range and then narrow based on relationship status and interest, such as Match.com or eHarmony (these are other popular dating sites telling me the user is looking to solve a **PROBLEM**).



The image shows a screenshot of the Facebook Detailed Targeting interface, which is used for selecting and refining target audiences. The interface is divided into several sections:

- Locations:** A dropdown menu showing "United States" with a location pin icon. Below it, there's a search bar with "Include" and "Type to add more locations" and a "Browse" button.
- Age:** A range selector showing "23" to "39".
- Gender:** Three buttons: "All", "Men", and "Women".
- Languages:** A search bar with the placeholder text "Enter a language...".
- Detailed Targeting:** A section with a header "Include people who match" and a sub-header "Demographics > Relationship > Relationship Status". It shows "Single" as the selected option. Below this, there's a search bar with "Add demographics, interests or behaviors" and buttons for "Suggestions" and "Browse".
- and must also match:** A section with a sub-header "Interests > Additional Interests". It shows "EHarmony" and "Match.com" as selected interests. Below this, there's a search bar with "Add demographics, interests or behaviors" and buttons for "Suggestions" and "Browse".
- Exclude People or Narrow Further:** A checkbox labeled "Expand your detailed targeting to reach more people when it's likely to improve performance."

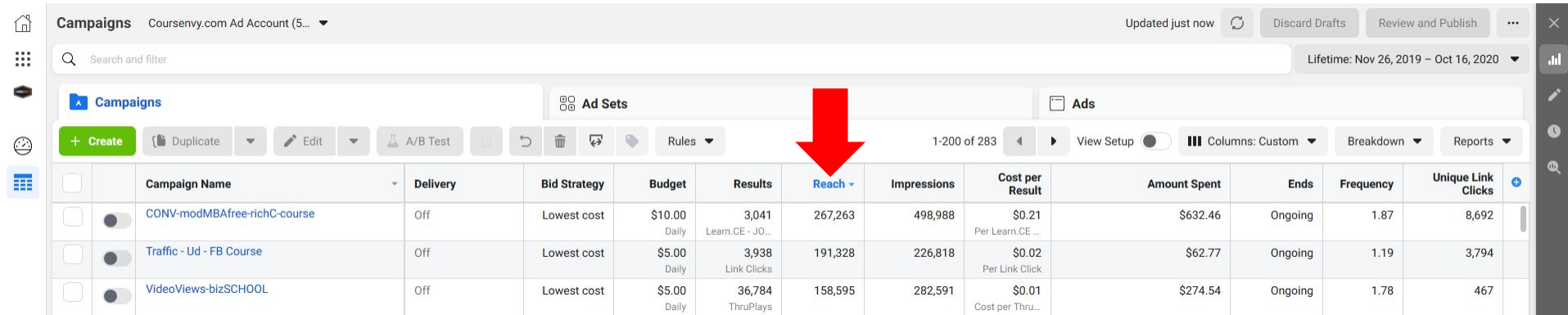
The Importance of Creatives

- **Ad Copy!** Are you instilling a sense of urgency and call to action? Are you split testing headlines and ad copy to see what drives better results?
- **Ad Creatives!** Did you split test multiple images and videos? Are your thumbnails and images attention grabbing?

Facebook Ads Quality Control Guide

When analyzing your Facebook Ads, the most important metric should always be your ad objective. If your ad objective is Conversions... what is the cost per conversion? If your objective is Traffic... what is the cost per click? If your objective is Page Likes... what is the cost per like?

Your goal is to split test one variable at a time in your ads until you have a NEAR perfect ad campaign driving the most results for the lowest cost! I will run split tests for 3-7 days (or until my ad has reached at least 1,000 people).



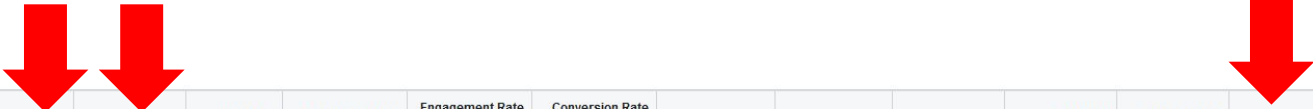
The screenshot shows the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The table displays three campaigns: 'CONV-modMBAfree-richC-course', 'Traffic - Ud - FB Course', and 'VideoViews-bizSCHOOL'. The columns include Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. A red arrow points to the 'Reach' column header.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	\$0.21 Per Learn.CE ...	\$632.46	Ongoing	1.87	8,692
☐	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click	\$62.77	Ongoing	1.19	3,794
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thru...	\$274.54	Ongoing	1.78	467

Reach vs. Impressions vs. Frequency

- **Reach** is the total number of people who see your content. Think of **REACH** as the number of unique people who saw your paid ad.
- **Impressions** are the number of times your content is displayed. Think of **IMPRESSIONS** as the number of times your paid ad was displayed.
- **Frequency** is the average number of times each person saw your ad. If your ad performance begins to drop as your **FREQUENCY** numbers rise, your target audience may be experiencing ad fatigue, and it may be time to change your ad creative or targeting.

EXAMPLE: If 50 people see your Facebook ad twice, REACH = 50, IMPRESSIONS = 100, FREQ = 2



	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
☐	Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	—	1.68

Focus on Results!

At the end of the day, you want **RESULTS** (conversions, sales, signups, leads, traffic, etc.)!

So use the varying Facebook ad objectives available to warm up new audiences to your brand and work them down your funnel until they convert!

EXAMPLE: Traffic Objective Results = Link Clicks

Facebook Ads Manager

Search business

Updated just now

Review and Publish

Add filters to narrow the data you are seeing.

May

Campaigns1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

CreateDuplicateEditPreviewRules

Columns: Performance and ClicksBreakdown: Age and GenderReports

Ad Name	Delivery	Results	Reach	Frequency	Cost per Result	Amount Spent	Ends	Relevance Score	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	
Dynamic 1	Not Delivering Ad Set is Off	271 Purchases	65,113	15.00	\$21.45 Per Purchase	\$5,814.09	Ongoing	7	976,585	\$5.95	11,277	\$0.52	1.15%	
55-64 Female		69	10,945	13.92	\$20.21	\$1,394.70		—	152,302	\$9.16	2,986	\$0.47	1.96%	
45-54 Female		85	12,082	15.33	\$15.38	\$1,306.92		—	185,277	\$7.05	2,593	\$0.50	1.40%	
35-44 Female		57	13,874	16.63	\$21.05	\$1,199.76		—	230,770	\$5.20	2,095	\$0.57	0.91%	
25-34													0.60	0.67%
65+													0.47	2.10%
18-24													0.55	0.45%
25-34													0.19	1.25%
55-64													0.39	1.55%
18-24													0.18	1.33%
45-54													0.58	0.62%
65+													0.42	1.17%

Results from 94 ads

2,065 Purchases154,621 People28.27 Per Person\$27.81 Per Purchase\$57,428.41 Total Spent4,370,390 Total\$13.14 Per 1,000 Im...53,514 Total\$1.07 Per Action1.22% Per Impre...

After testing this campaign for a week, I have discovered which demographic this ad resonates with most via total **Link Clicks**, the highest **CTR** and lowest **CPC**. Female ages 45-64 were our best target market for Link Clicks and lowest **Cost Per Result** (Purchase).

(NOTE: I used the Breakdown menu to view my ads by “Age and Gender”)

Ongoing Optimization

- I start optimizing (shutting off, adjusting, review metrics like Breakdowns → Age, and scaling up budgets) ad campaigns after reaching **1,000 users** or **50 conversion events**.
- Review the data we cover in this lecture daily to see how your funnels are performing.

Facebook Ads Manager

Facebook Ads Manager

Facebook Ads Manager Dashboard allows you to read data related to all your Facebook and Instagram ad campaigns. I use the Ads Manager as my daily check in on my clients ad results.

- Any visitors/actions on your website not attributable to your advertising campaigns are not tracked.
- Your Ads Manager helps you with making decisions regarding the campaigns (i.e. turning off non-performing ads and scaling up the budget on the winners).

Facebook Ads Manager Dashboard

- Select one of three TABS in your Ads Manager Dashboard to view metrics for that level: Campaigns, Ad Sets, or Ads

The screenshot displays the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The 'Campaigns' tab is selected and highlighted with a red border. The dashboard shows a list of three active campaigns:

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	\$0.21 Per Learn.CE ...	\$632.46	Ongoing	1.87	8,692
☐	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click	\$62.77	Ongoing	1.19	3,794
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thru...	\$274.54	Ongoing	1.78	467

Facebook Ads Manager Dashboard

- Review each Facebook ad campaigns key performance metrics by column.

Campaigns Coursenvy.com Ad Account (5... Updated just now Discard Drafts Review and Publish

Search and filter Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 283 View Setup Columns: Custom Breakdown Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	\$0.21 Per Learn.CE ...	\$632.46	Ongoing	1.87	8,692
☐	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click	\$62.77	Ongoing	1.19	3,794
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thru...	\$274.54	Ongoing	1.78	467

Add Columns to Facebook Ads Manager

Click this small plus + icon to add more relevant columns and view more data.

Campaigns

Coursenvy.com Ad Account (5... ▼)

Search and filter

Campaigns

Ad Sets

Ads

+ Create

Duplicate ▼

Edit ▼

A/B Test

Rules ▼

1-200 of 283

View Setup

Columns: Custom ▼

Breakdown ▼

Reports ▼

☐		Campaign Name ▼	Delivery	Bid Strategy	Budget	Results	Reach ▼	Impressions	Cost per Result	Amount Spent	Ends		
☐	☒	CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	\$0.21 Per Learn.CE ...	\$632.46	Ongoing	1.87	692
☐	☒	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click	\$62.77	Ongoing	1.19	3,794
☐	☒	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thru...	\$274.54	Ongoing	1.78	467

Click this small plus + icon to add more relevant columns and view more data.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result		Frequency	Unique Link Clicks
	CONV-modMBAfree-richC-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	\$0.21 Per Learn.CE ...		1.87	8,692
	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click		1.19	3,794
	VideoViews-bizSCHOOL					158,595	282,591	\$0.01 Cost per Thru...		1.78	467
	CONV-modMBAfree-world					108,896	119,671	— Per Learn.CE ...		1.10	2,008
	TRAF-modMBA-world-entrep-6-18					64,736	88,829	\$0.07 Per Link Click		1.37	556
	TRAF-CEpartners					63,280	101,900	\$0.47 Per Link Click		1.61	304
	TRAF-TOF-SuperSplit-7-22 [WORLD]					62,817	67,397	\$0.07 Per Learn.CE ...		1.07	1,560
	Traffic - Learn.Coursenvy.com - TOF					60,144	67,992	\$0.01 Per Link Click		1.13	2,145
	VideoViews-modMBAwebinar					51,472	93,372	\$0.01		1.81	101
	VideoViews-courses					47,232	70,924			1.50	81
	TRAF-CEfreebacklinks-5-5-2020 (TOF)					46,088	58,102	\$0.40 Per Link Click		1.26	334
	CONV-SA	Off	Lowest cost	\$10.00 Daily	— modMBA sale	45,752	58,261	— Per modMBA ...		1.27	263
	CONV-modMBAfree-USA8-3-LAbuyers	Off	Lowest cost	\$100.00 Daily	647 Learn.CE - JO...	42,262	67,336	\$2.08 Per Learn.CE ...		1.59	1,659
> Results from 283 campaigns ⓘ Excludes deleted items						2,073,091 People	3,763,705 Total	—	\$22,023.81 Total Spent	1.82 Per Person	35,296 Total

Or you can click the “Customize Columns” option in this Columns dropdown menu.

- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Bidding and Optimization
- Messaging Engagement
- Custom
- Customize Columns...
- Set as Default
- Reset Column Widths

Or you can click the
"Customize Columns"
option in this Columns
dropdown menu.

Performance (Default)
Setup
Delivery
Engagement
Video Engagement
App Engagement
Carousel Engagement
Performance and Clicks
Cross-Device
Offline Conversions
Targeting and Creative
Bidding and Optimization
Messaging Engagement
Custom
Customize Columns...
Set as Default

Customize Columns

Campaigns Coursenvy.com Ad Account (5... Updated 9 minutes ago Discard Drafts Review and Publish

Search and filter

Campaigns

+ Create Duplicate Edit

	Campaign Name
☐	CONV-modMBAfree-richC-course
☐	Traffic - Ud - FB Course
☐	VideoViews-bizSCHOOL
☐	CONV-modMBAfree-world
☐	TRAF-modMBA-world-entrep-6-18
☐	TRAF-CEpartners
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]
☐	Traffic - Learn.Coursenvy.com - TOF
☐	VideoViews-modMBAwebinar
☐	VideoViews-courses
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)
☐	CONV-SA

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

A/B Test

Optimization

Save as preset

Search

Create Custom Metric

18 COLUMNS SELECTED

- Campaign Name
- Delivery
- Ad Set Name
- Bid Strategy
- Budget
- Last Significant Edit
- Results
- Reach
- Impressions
- Cost per Result
- Quality Ranking
- Engagement Rate Ranking

ATTRIBUTION WINDOW 28-day click and 1-day view Comparing Windows

Cancel Apply

+ Create Duplicate Edit

CONV-modMBAfree-USA8-3-LAbuyers

Results from 283 campaigns ⓘ
Excludes deleted items

☐ Save as preset

Q Search

— PERFORMANCE

☐ Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

☒ Conversion Rate Ranking

LUMENS SELECTED

ATTRIBUTION WINDOW ⓘ

28-day click and 1-day view

Comparing Windows

Canc

Apply

Click on any of the categories in the left sidebar to see the metrics you can toggle the columns on/off for in your Ads Manager Dashboard.

Campaigns Coursenvy.com Ad Account (5... Updated 9 minutes ago Discard Drafts Review and Publish ...

Search and filter Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns

+ Create Duplicate Edit

	Campaign Name	Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBAfree-richC-course	\$632.46	Ongoing	1.87	8,692
☐	Traffic - Ud - FB Course	\$62.77	Ongoing	1.19	3,794
☐	VideoViews-bizSCHOOL	\$274.54	Ongoing	1.78	467
☐	CONV-modMBAfree-world	\$14.49	Ongoing	1.10	2,008
☐	TRAF-modMBA-world-entrep-6-18	\$38.13	Ongoing	1.37	556
☐	TRAF-CEpartners	\$145.31	Ongoing	1.61	304
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]	\$41.08	Ongoing	1.07	1,560
☐	Traffic - Learn.Coursenvy.com - TOF	\$21.11	Ongoing	1.13	2,145
☐	VideoViews-modMBAwebinar	\$62.49	Ongoing	1.81	101
☐	VideoViews-courses	\$52.58	Ongoing	1.50	81
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)	\$136.90	Ongoing	1.26	334
☐	CONV-SA	\$115.73	Ongoing	1.27	263
☐	CONV-modMBAfree-USA8-3-LAbuyers	\$1,344.39	Ongoing	1.59	1,659
> Results from 283 campaigns ⓘ Excludes deleted items		\$22,023.81 Total Spent	1.82 Per Person	35,296 Total	

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

A/B Test

Optimization

☐ Save as preset

Search

PERFORMANCE

- ☒ Results
- ☐ Result Rate
- ☒ Reach
- ☒ Frequency
- ☒ Impressions
- ☒ Delivery
- ☐ Ad Set Delivery
- ☒ Amount Spent
- ☐ Clicks (All)
- ☐ CPC (All)
- ☐ CTR (All)
- ☐ Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- ☐ Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- ☒ Quality Ranking
- ☒ Engagement Rate Ranking
- ☒ Conversion Rate Ranking

COLUMNS SELECTED

- Campaign Name
- Delivery
- Ad Set Name
- Ad Strategy
- Budget
- Last Significant Edit
- Results
- Reach
- Impressions
- Cost per Result
- Quality Ranking
- Engagement Rate Ranking

ATTRIBUTION WINDOW ⓘ

28-day click and 1-day view

Comparing Windows

Cancel Apply

Or search for the specific metric in this search bar.

Campaigns Coursenvy.com Ad Account (5... Updated 9 minutes ago Discard Drafts Review and Publish ...

Search and filter Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns

+ Create Duplicate Edit

	Campaign Name	Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBAfree-richC-course	\$632.46	Ongoing	1.87	8,692
☐	Traffic - Ud - FB Course	\$62.77	Ongoing	1.19	3,794
☐	VideoViews-bizSCHOOL	\$274.54	Ongoing	1.78	467
☐	CONV-modMBAfree-world	\$14.49	Ongoing	1.10	2,008
☐	TRAF-modMBA-world-entrep-6-18	\$38.13	Ongoing	1.37	556
☐	TRAF-CEpartners	\$145.31	Ongoing	1.61	304
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]	\$41.08	Ongoing	1.07	1,560
☐	Traffic - Learn.Coursenvy.com - TOF	\$21.11	Ongoing	1.13	2,145
☐	VideoViews-modMBAwebinar	\$62.49	Ongoing	1.81	101
☐	VideoViews-courses	\$52.58	Ongoing	1.50	81
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)	\$136.90	Ongoing	1.26	334
☐	CONV-SA	\$115.73	Ongoing	1.27	263
☐	CONV-modMBAfree-USA8-3-LAbuyers	\$1,344.39	Ongoing	1.59	1,659
> Results from 283 campaigns ⓘ Excludes deleted items		\$22,023.81 Total Spent	1.82 Per Person	35,296 Total	

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

A/B Test

Optimization

☐ Save as preset

PERFORMANCE

- ☒ Results
- ☐ Result Rate
- ☒ Reach
- ☒ Frequency
- ☒ Impressions
- ☒ Delivery
- ☐ Ad Set Delivery
- ☒ Amount Spent
- ☐ Clicks (All)
- ☐ CPC (All)
- ☐ CTR (All)
- ☐ Gross Impressions (Including Non-human Traffic)
- ☐ Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- ☒ Quality Ranking
- ☒ Engagement Rate Ranking
- ☒ Conversion Rate Ranking

Attribution Window

28-day click and 1-day view

Comparing Windows

Cancel Apply

Select the metric you want to see for your ad campaign. By checking the box and clicking **Apply**, this metric will appear as a column to view for all the campaigns in the Ads Manager Dashboard.

Campaigns Coursenvy.com Ad Account (5... Updated 9 minutes ago Discard Drafts Review and Publish ...

Search and filter

Campaigns

+ Create Duplicate Edit

	Campaign Name
☐	CONV-modMBAfree-richC-course
☐	Traffic - Ud - FB Course
☐	VideoViews-bizSCHOOL
☐	CONV-modMBAfree-world
☐	TRAF-modMBA-world-entrep-6-18
☐	TRAF-CEpartners
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]
☐	Traffic - Learn.Coursenvy.com - TOF
☐	VideoViews-modMBAwebinar
☐	VideoViews-courses
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)
☐	CONV-SA
☐	CONV-modMBAfree-USA8-3-LAbuyers

> **Results from 283 campaigns** Excludes deleted items

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

A/B Test

Optimization

☐ Save as preset

PERFORMANCE

- ☒ Results
- ☐ Result Rate
- ☒ Reach
- ☒ Frequency
- ☒ Impressions
- ☒ Delivery
- ☐ Ad Set Delivery
- ☒ Amount Spent
- ☐ Clicks (All)
- ☐ CPC (All)
- ☐ CTR (All)
- ☐ Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- ☐ Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- ☒ Quality Ranking
- ☒ Engagement Rate Ranking
- ☒ Conversion Rate Ranking

18 COLUMNS SELECTED

	Campaign Name
☒	Delivery
☒	Ad Set Name
☒	Ad Strategy
☒	Budget
☒	Most Significant Edit
☒	Results
☒	Reach
☒	Impressions
☒	Cost per Result
☒	Quality Ranking
☒	Engagement Rate Ranking

Attribution Window 28-day click and 1-day view Comparing Windows

Cancel Apply

Any irrelevant metric or event column can be removed by clicking the X here.

	Columns: Custom	Breakdown	Reports
Amount Spent	Ends	Frequency	Unique Link Clicks
\$632.46	Ongoing	1.87	8,692
\$62.77	Ongoing	1.19	3,794
\$274.54	Ongoing	1.78	467
\$14.49	Ongoing	1.10	2,008
\$38.13	Ongoing	1.37	556
\$145.31	Ongoing	1.61	304
\$41.08	Ongoing	1.07	1,560
\$21.11	Ongoing	1.13	2,145
\$62.49	Ongoing	1.81	101
\$52.58	Ongoing	1.50	81
\$136.90	Ongoing	1.26	334
\$115.73	Ongoing	1.27	263
\$1,344.39	Ongoing	1.59	1,659
\$22,023.81		1.82	35,296

For Conversion Campaigns, this is one of the best setups which saves you time and is easy to analyze.

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports												
		Campaign Name	Budget	Amount Spent	Unique Adds to Cart	Cost per Add to Cart	Unique Checkouts Initiated	Cost per Checkout Initiated	Unique Purchases	Cost per Purchase	Unique CTR (Link Click-	CPM (Cost per 1,000 Impressions)
☐	☒	Breakfast Again	Using ad set...	\$38,130.36	11,188	\$2.51	5,576	\$4.60	1,138	\$31.13	2.56%	\$7.26
☐	☒	Life Time Budget -- 9AM-12AM	Using ad set...	\$31,698.92	2,194	\$10.62	4,938	\$4.14	366	\$77.31	1.30%	\$12.11
☐	☒	New year New Creatives	Using ad set...	\$10,746.06 of \$10,7...	1,602	\$5.01	1,235	\$6.15	285	\$35.82	1.30%	\$7.30
☐	☒	Black Friday Look Alike Audience	Using ad set...	\$9,631.91 of \$11,41...	685	\$9.59	1,168	\$4.84	183	\$49.14	1.01%	\$18.53
☐	☒	City based Campaign	Using ad set...	\$9,304.91	1,054	\$6.79	2,306	\$2.89	221	\$38.61	1.30%	\$8.55
☐	☒	Boxing Day	Using ad set...	\$8,951.29 of \$8,951...	720	\$9.42	614	\$10.71	148	\$55.95	0.92%	\$11.63
☐	☒	Interests based Ads	\$350.00 Daily	\$6,343.52	808	\$5.00	675	\$5.61	132	\$36.88	0.87%	\$6.91
☐	☒	Xmas Ad New Creative 50% OFF	Using ad set...	\$4,779.51 of \$13,09...	248	\$14.84	211	\$17.44	65	\$69.27	0.86%	\$14.78
☐	☒	Retargeting Hourly	Using ad set...	\$4,451.30 of \$4,451...	372	\$9.51	758	\$3.78	82	\$51.76	1.88%	\$13.40
☐	☒	Yeeas Offer 20% OFF	Using ad set...	\$3,600.00 of \$6,377...	456	\$16.40	377	\$7.75	42	\$64.00	0.43%	\$15.00
Results from 192 campaigns Excludes deleted items				\$240,133.87 Total Spent	29,072 Total	\$5.91 Per Action	27,168 Total	\$5.69 Per Action	4,444 Total	\$48.98 Per Action	3.44% Per Person	\$8.89 Per 1,000 Impressions

With these Custom Column metrics selected I can see the customers exact journey to Purchase.

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports												
		Campaign Name	Budget	Amount Spent	Unique Adds to Cart	Cost per Add to Cart	Unique Checkouts Initiated	Cost per Checkout Initiated	Unique Purchases	Cost per Purchase	Unique CTR (Link Click-	CPM (Cost per 1,000 Impressions)
☐	☐	Breakfast Again	Using ad set...	\$38,130.36	11,188	\$2.51	5,576	\$4.60	1,138	\$31.13	2.56%	\$7.26
☐	☐	Life Time Budget -- 9AM-12AM	Using ad set...	\$31,698.92	2,194	\$10.62	4,938	\$4.14	366	\$77.31	1.30%	\$12.11
☐	☐	New year New Creatives	Using ad set...	\$10,746.06 of \$10,7...	1,602	\$5.01	1,235	\$6.15	285	\$35.82	1.30%	\$7.30
☐	☐	Black Friday Look Alike Audience	Using ad set...	\$9,631.91 of \$11,41...	685	\$9.59	1,168	\$4.84	183	\$49.14	1.01%	\$18.53
☐	☐	City based Campaign	Using ad set...	\$9,304.91	1,054	\$6.79	2,306	\$2.89	221	\$38.61	1.30%	\$8.55
☐	☐	Boxing Day	Using ad set...	\$8,951.29 of \$8,951...	720	\$9.42	614	\$10.71	148	\$55.95	0.92%	\$11.63
☐	☐	Interests based Ads	\$350.00 Daily	\$6,343.52	808	\$5.00	675	\$5.61	132	\$36.88	0.87%	\$6.91
☐	☐	Xmas Ad New Creative 50% OFF	Using ad set...	\$4,779.51 of \$13,09...	248	\$14.84	211	\$17.44	65	\$69.27	0.86%	\$14.78
☐	☐	Retargeting Hourly	Using ad set...	\$4,451.30 of \$4,451...	372	\$9.51	758	\$3.78	82	\$51.76	1.88%	\$13.40
☐	☐	Yeez Off 20% OFF	Using ad set...	\$3,600.00 of \$6,377...	458	\$16.40	377	\$7.75	42	\$84.00	0.42%	\$45.00
		Results from 192 campaigns		\$240,133.87	29,072	\$5.91	27,168	\$5.69	4,444	\$48.98	3.44%	\$8.89
		Excludes deleted items		Total Spent	Total	Per Action	Total	Per Action	Total	Per Action	Per Person	Per 1,000 Impressions

For Engagement Ads, these are the metrics you should be focused on tracking.

+ Create															Duplicate	Edit					Rules	View Setup			Columns: Custom	Breakdown	Reports
		Campaign Name	Budget	Amount Spent	Page Engagement	Cost pe Pag Engagemer	10-Second Video Views	Cost per 10-Second Video View	Unique Link Clicks	Cost per Unique Link Click	CTR (Link Click-	Reach	Cost per 1,000 People	Impressions	CPM (Co per 1,00 Impression)												
		Breakfast Again	Using ad s...	\$38,130.36	878,669	\$0.04	374,422	\$0.10	24,840	\$1.54	0.54%	969,986	\$39.31	5,248,767	\$7.26												
		Life Time Budget -- 9AM-12AM	Using ad s...	\$31,698.92	401,707	\$0.08	150,124	\$0.21	7,680	\$4.13	0.35%	591,737	\$53.57	2,617,179	\$12.11												
		New year New Creatives	Using ad s...	\$10,746.06 of \$10,746.06	163,105	\$0.07	66,760	\$0.16	4,732	\$2.27	0.37%	364,288	\$29.50	1,471,677	\$7.30												
		Black Friday Look Alike Audience	Using ad s...	\$9,631.91 of \$11,413.48	2,899	\$3.32	79	\$121.92	1,960	\$4.91	0.44%	193,364	\$49.81	519,844	\$18.53												
		City based Campaign	Using ad s...	\$9,304.91	5,663	\$1.64	—	—	4,560	\$2.04	0.46%	349,748	\$26.60	1,088,466	\$8.55												
		Boxing Day	Using ad s...	\$8,951.29 of \$8,951.29	3,415	\$2.62	—	—	2,664	\$3.36	0.39%	289,472	\$30.92	769,597	\$11.63												
		Interests based Ads	\$350.00 Daily	\$6,343.52	127,391	\$0.05	54,786	\$0.12	4,166	\$1.52	0.48%	476,134	\$13.32	917,881	\$6.91												
		Xmas Ad New Creative 50% OFF	Using ad s...	\$4,779.51 of \$13,098.73	41,282	\$0.12	16,249	\$0.29	1,025	\$4.66	0.35%	118,936	\$40.19	323,399	\$14.78												
▶ Results from 192 campaigns (Excludes deleted items)				\$240,133.87 Total Spent	3,048,591 Total	\$0.08 Per Action	1,201,679 Total	\$0.20 Per Action	91,072 Total	\$2.64 Per Action	0.44% Per Imp...	2,645,951 People	\$90.76 Per 1,000 ...	26,997,798 Total	\$8.89 Per 1,0001...												

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

1-200 of 283

View Setup

By Time

By Delivery

By Action

Breakdown

Reports

In the Ads Manager Dashboard, click the Breakdowns menu.

Here we can select pre-built Breakdowns by Time, Delivery, or Action. This is great for comparing split tests (i.e. what AGE did my ad perform best with)!

- ☒ None
- ☐ Age
- ☐ Gender
- ☐ Age and Gender
- ☐ Business Locations
- ☐ Country
- ☐ Region
- ☐ DMA Region
- ☐ Impression Device
- ☐ Platform
- ☐ Platform & Device
- ☐ Placement
- ☐ Placement & Device
- ☐ Product ID
- ☐ Time of Day (Ad Account Time Zone)
- ☐ Time of Day (Viewer's Time Zone)

	Campaign Name	Impressions	Cost	Clicks	Conversions	CPA	CTR	Conversion Rate	CPA	CPA	CPA	CPA
☐	CONV-modMBAfree-richC	1,586	76									
☐	Traffic - Ud - FB Course	56	—									
☐	VideoViews-bizSCHOOL	79	—									
☐	CONV-modMBAfree-world	98	—									
☐	TRAF-modMBA-world-entre	54	—									
☐	TRAF-CEpartners	23	1									
☐	TRAF-TOF-SuperSplit-7-22	349	10									
☐	Traffic - Learn.Coursenvy.co	360	6									
☐	VideoViews-modMBAwebin	4	—									
☐	VideoViews-courses	6	—									
☐	TRAF-CEfreebacklinks-5-5-2	15	—	15	4	343	—	—	\$0.40			
☐	CONV-SA	61	2	22	9	269	1	—	\$0.43			
☐	CONV-modMBAfree-USA8-3-En	175	8	287	79	1,803	—	—	\$0.75			
Results from 283 campaigns ⓘ Excludes deleted items		5,678 Total	195 Total	3,341 Total	749 Total	39,721 Total	11 Total	—	\$0.55 Per Action			

EXAMPLE: Breakdown → Age and Gender

Facebook Ads Manager interface showing a breakdown of ad performance by age and gender.

Search business

Updated just now Discard Drafts Review and Publish

Add filters to narrow the data you are seeing.

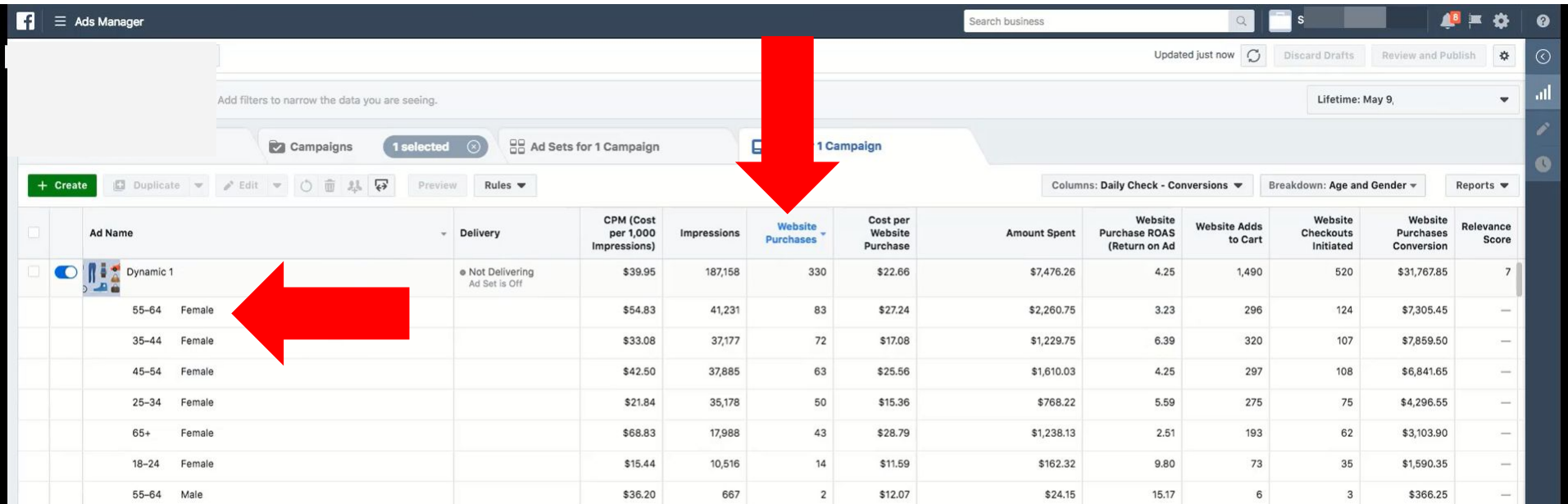
Campanias 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Columns: Daily Check - Conversions Breakdown: Age and Gender Reports

Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad)	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
Dynamic 1	Not Delivering Ad Set is Off	\$39.95	187,158	330	\$22.66	\$7,476.26	4.25	1,490	520	\$31,767.85	7
55-64 Female		\$54.83	41,231	83	\$27.24	\$2,260.75	3.23	296	124	\$7,305.45	—
35-44 Female		\$33.08	37,177	72	\$17.08	\$1,229.75	6.39	320	107	\$7,859.50	—
45-54 Female		\$42.50	37,885	63	\$25.56	\$1,610.03	4.25	297	108	\$6,841.65	—
25-34 Female		\$21.84	35,178	50	\$15.36	\$768.22	5.59	275	75	\$4,296.55	—
65+ Female		\$68.83	17,988	43	\$28.79	\$1,238.13	2.51	193	62	\$3,103.90	—
18-24 Female		\$15.44	10,516	14	\$11.59	\$162.32	9.80	73	35	\$1,590.35	—
55-64 Male		\$36.20	667	2	\$12.07	\$24.15	15.17	6	3	\$366.25	—
18-24 Male		\$15.78	389	1	\$6.14	\$6.14	43.20	4	1	\$265.20	—
25-34 Male		\$34.06	3,452	1	\$117.58	\$117.58	—	13	1	\$0.00	—
45-54 Male		\$24.32	967	1	\$23.52	\$23.52	5.91	9	3	\$139.00	—
18-24 Uncategorized		\$3.18	44	—	—	\$0.14	—	—	—	\$0.00	—

EXAMPLE: Breakdown → Age and Gender

- Using the “Age and Gender” Breakdown, I can see what demographic is making the most purchases. **Female 55-64** accounted for 83 out of the total 330 sales for this client of ours!

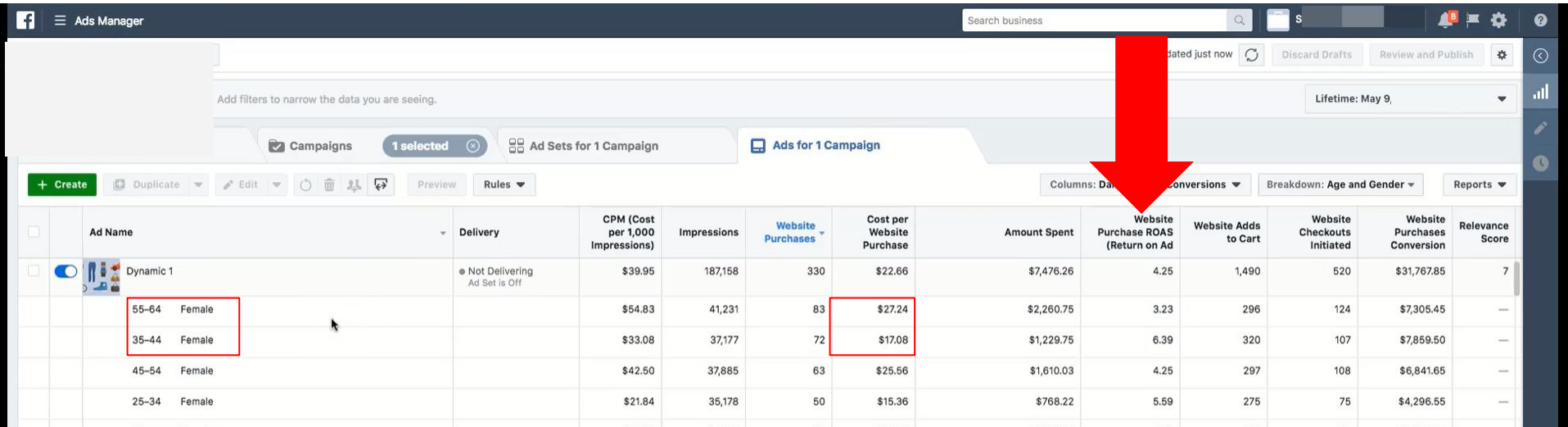


Facebook Ads Manager interface showing a breakdown by age and gender for a campaign. The table displays various metrics including Ad Name, Delivery, CPM, Impressions, Website Purchases, Cost per Website Purchase, Amount Spent, Website Purchase ROAS, Website Adds to Cart, Website Checkouts Initiated, Website Purchases Conversion, and Relevance Score.

Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad)	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
Dynamic 1	Not Delivering Ad Set is Off	\$39.95	187,158	330	\$22.66	\$7,476.26	4.25	1,490	520	\$31,767.85	7
55-64 Female		\$54.83	41,231	83	\$27.24	\$2,260.75	3.23	296	124	\$7,305.45	—
35-44 Female		\$33.08	37,177	72	\$17.08	\$1,229.75	6.39	320	107	\$7,859.50	—
45-54 Female		\$42.50	37,885	63	\$25.56	\$1,010.03	4.25	297	108	\$6,841.65	—
25-34 Female		\$21.84	35,178	50	\$15.36	\$768.22	5.59	275	75	\$4,296.55	—
65+ Female		\$68.83	17,988	43	\$28.79	\$1,238.13	2.51	193	62	\$3,103.90	—
18-24 Female		\$15.44	10,516	14	\$11.59	\$162.32	9.80	73	35	\$1,590.35	—
55-64 Male		\$36.20	667	2	\$12.07	\$24.15	15.17	6	3	\$366.25	—

EXAMPLE: Breakdown → Age and Gender

- A potential **split test** I see right away for my next campaign is testing the top performing age groups targeting women only.
- Just look at the Return on Ad Spend (**ROAS**) column... female age 35-44 had a **6.39x return** on every \$1 of ad spend! So while ages 55-64 drove more sales, ages 35-44 drove sales at a lower cost!



Facebook Ads Manager interface showing a breakdown of ad performance by age and gender. The table displays various metrics for different ad sets, with a red arrow pointing to the 'Website Purchase ROAS (Return on Ad)' column, highlighting the 6.39x return for the 35-44 Female age group.

Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad)	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
Dynamic 1	Not Delivering Ad Set is Off	\$39.95	187,158	330	\$22.66	\$7,476.26	4.25	1,490	520	\$31,767.85	7
55-64 Female		\$54.83	41,231	83	\$27.24	\$2,260.75	3.23	296	124	\$7,305.45	—
35-44 Female		\$33.08	37,177	72	\$17.08	\$1,229.75	6.39	320	107	\$7,859.50	—
45-54 Female		\$42.50	37,885	63	\$25.56	\$1,610.03	4.25	297	108	\$6,841.65	—
25-34 Female		\$21.84	35,178	50	\$15.36	\$768.22	5.59	275	75	\$4,296.55	—

Facebook Ads Manager → Dates

One feature I love for my split tests, is to click on the date range drop-down menu, then toggle “Compare”, then choose the dates that you want to compare to see at a high level which week performed better.

Updated just now Discard Drafts Review and Publish

Add filters to narrow the data you are seeing.

Campaigns Ad Sets Ads

Updated just now Discard Drafts

Add filters to narrow the data you are seeing.

Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules

	Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
☐	CE - Page Likes	\$10.00 Daily	Page Like	—	—	—	\$0.00
☐	Traffic Ud	Using ad se...	8,885 Link Clicks	269,887	401,820	\$0.02 Per Link Click	\$140.01
☐	Traffic	Using ad se...	Link Click	—	—	—	\$0.00
☐	Traffic - free crypto	Using ad se...	Link Click	—	—	—	\$0.00

Updated just now Discard Drafts

Last 7 days Note: Does not include today's data

Compare

July 5, 2019 - Jul 11, 2019

Previous period Jun 28, 2019 - Jul 4, 2019

July 2019 August 2019

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

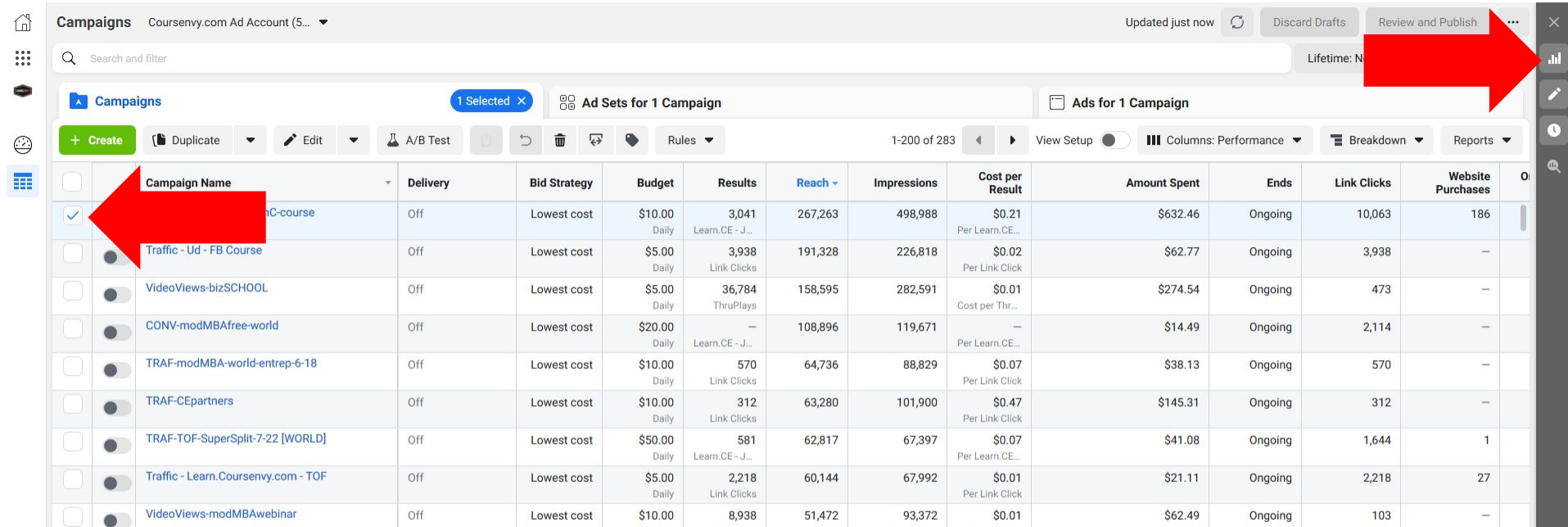
Pacific Time Cancel Update

Date Presets

- Lifetime
- Today
- Yesterday
- ✓ Last 7 days
- Last 14 days
- Last 30 days
- This week
- Last week
- This month
- Last month

Reviewing Metrics on Individual Campaigns

1. Select a checkbox next to a campaign, ad set, or ad of your choice in Facebook Ads Manager.
2. Then click the “Chart” icon in the right sidebar.



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected, showing a list of campaigns. A red arrow points to the 'Campaigns' tab. The table lists various campaigns with columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Link Clicks, and Website Purchases. A second red arrow points to the 'Chart' icon in the right sidebar.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases
☒	IG-course	Off	Lowest cost	\$10.00 Daily	3,041 Learn.CE - J...	267,263	498,988	\$0.21 Per Learn.CE...	\$632.46	Ongoing	10,063	186
☐	Traffic - Ud - FB Course	Off	Lowest cost	\$5.00 Daily	3,938 Link Clicks	191,328	226,818	\$0.02 Per Link Click	\$62.77	Ongoing	3,938	—
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	473	—
☐	CONV-modMBAfree-world	Off	Lowest cost	\$20.00 Daily	— Learn.CE - J...	108,896	119,671	— Per Learn.CE...	\$14.49	Ongoing	2,114	—
☐	TRAF-modMBA-world-entrep-6-18	Off	Lowest cost	\$10.00 Daily	570 Link Clicks	64,736	88,829	\$0.07 Per Link Click	\$38.13	Ongoing	570	—
☐	TRAF-CEpartners	Off	Lowest cost	\$10.00 Daily	312 Link Clicks	63,280	101,900	\$0.47 Per Link Click	\$145.31	Ongoing	312	—
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]	Off	Lowest cost	\$50.00 Daily	581 Learn.CE - J...	62,817	67,397	\$0.07 Per Learn.CE...	\$41.08	Ongoing	1,644	1
☐	Traffic - Learn.Coursenvy.com - TOF	Off	Lowest cost	\$5.00 Daily	2,218 Link Clicks	60,144	67,992	\$0.01 Per Link Click	\$21.11	Ongoing	2,218	27
☐	VideoViews-modMBAwebinar	Off	Lowest cost	\$10.00	8,938	51,472	93,372	\$0.01	\$62.49	Ongoing	103	—

Campaigns Coursenvy.com Ad Account (5... ▾)

Search and filter

+ Create Duplicate Edit A/B

	Campaign Name	Deliv
☒	CONV-modMBAfree-richC-course	Off
☐	Traffic - Ud - FB Course	Off
☐	VideoViews-bizSCHOOL	Off
☐	CONV-modMBAfree-world	Off
☐	TRAF-modMBA-world-entrep-6-18	Off
☐	TRAF-CEpartners	Off
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]	Off
☐	Traffic - Learn.Coursenvy.com - TOF	Off
☐	VideoViews-modMBAwebinar	Off
☐	VideoViews-courses	Off
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)	Off
☐	CONV-SA	Off
☐	CONV-modMBAfree-USA8-3-LAbuyers	Off
> Results from 283 campaigns ⓘ Excludes deleted items		

Search

CONV-modMBAfree-richC-course

English - 21+ - C

Default name

Default name - Conversions - Copy...

world - 18+ - ALL

Default name - Conversions

One more area to compare when split testing ads are these three tabs:

Performance, Demographics, Placement, and Delivery

CONV-modMBAfree-richC-course > 2 Ad Sets > 3 Ads

Off

Lifetime: Nov 26, 2019 – Oct 16, 2020 ▾

Performance Demographics Placement Delivery

3,041
Results: Learn.CE - JOINED ANY COURSE

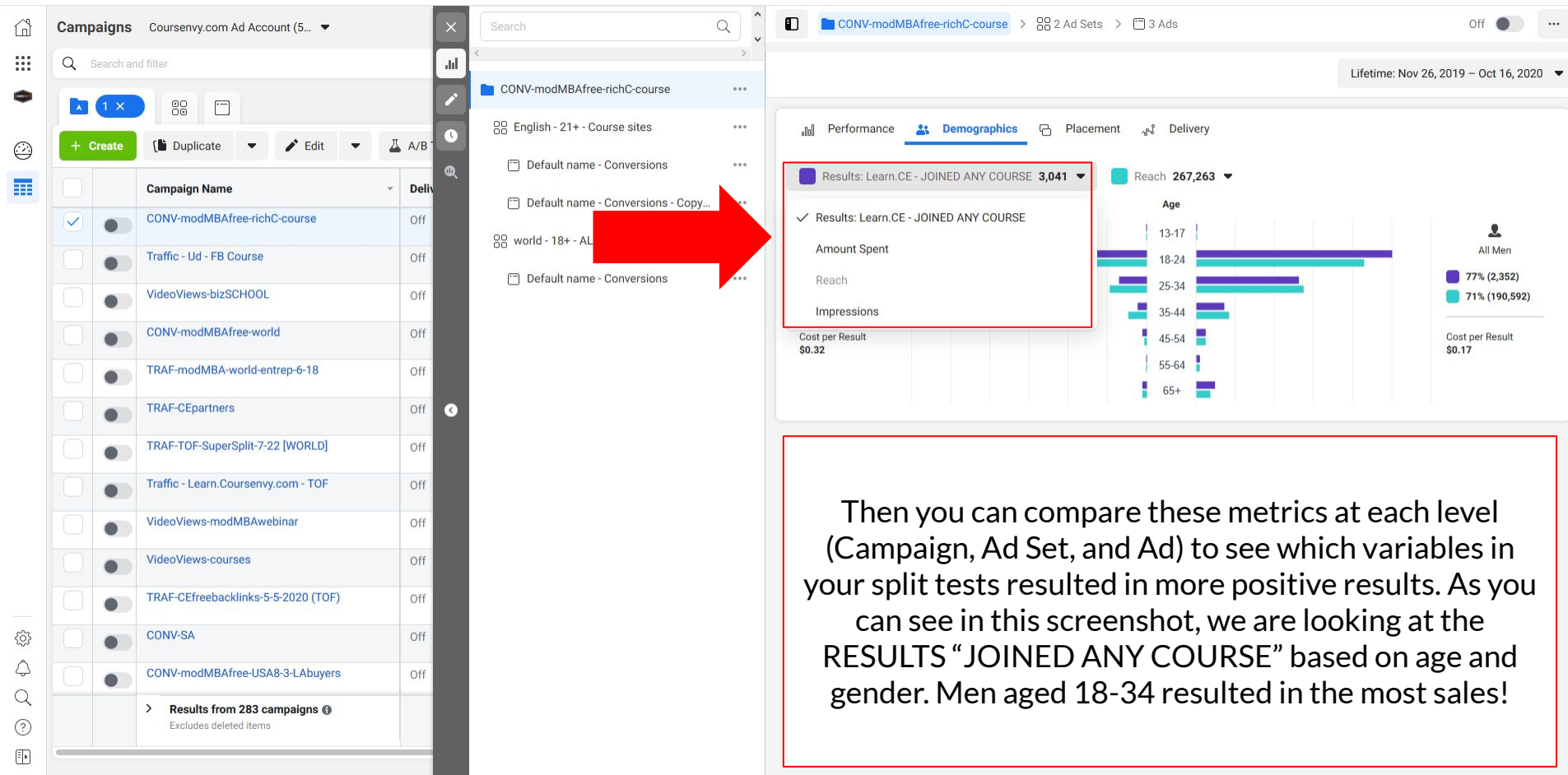
Results: Learn.CE - JOINED ANY COURSE 3,041 Cost per Result \$0.21 Result Rate 0.61%

267,263
People Reached

\$632.46
Amount Spent

Custom





Then you can compare these metrics at each level (Campaign, Ad Set, and Ad) to see which variables in your split tests resulted in more positive results. As you can see in this screenshot, we are looking at the RESULTS "JOINED ANY COURSE" based on age and gender. Men aged 18-34 resulted in the most sales!

Campaigns Coursenvy.com Ad Account (5... ▾)

Search and filter

+ Create Duplicate Edit A/B

	Campaign Name	Deliv
☒	CONV-modMBAfree-richC-course	Off
☐	Traffic - Ud - FB Course	Off
☐	VideoViews-bizSCHOOL	Off
☐	CONV-modMBAfree-world	Off
☐	TRAF-modMBA-world-entrep-6-18	Off
☐	TRAF-CEpartners	Off
☐	TRAF-TOF-SuperSplit-7-22 [WORLD]	Off
☐	Traffic - Learn.Coursenvy.com - TOF	Off
☐	VideoViews-modMBAwebinar	Off
☐	VideoViews-courses	Off
☐	TRAF-CEfreebacklinks-5-5-2020 (TOF)	Off
☐	CONV-SA	Off
☐	CONV-modMBAfree-USA8-3-LABuyers	Off
> Results from 283 campaigns ⓘ Excludes deleted items		

Search

CONV-modMBAfree-richC-course

- English - 21+ - Course sites
- Default name - Conversions
- Default name - Conversions - Copy...
- world - 18+ - AL
- Default name - Conversions

CONV-modMBAfree-richC-course > 2 Ad Sets > 3 Ads

Off

Lifetime: Nov 26, 2019 – Oct 16, 2020

Performance Demographics Placement Delivery

Results: Learn.CE - JOINED ANY COURSE 3,041

✓ Results: Learn.CE - JOINED ANY COURSE

Amount Spent

Reach

Impressions

Cost per Result \$0.32

Reach 267,263

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+

All Men

77% (2,352)

71% (190,592)

Cost per Result \$0.17

We can then take the winning ads variables and continue to split test and perfect those variables in ads going forward until you are happy with the cost per XYZ result... then scale your ad budget on winners! (e.g. create a new campaign targeting ONLY men aged 18-34).

CASE STUDY: eCommerce Client

- If you are running an eCommerce store online, these are the **Custom Columns** we add and rearrange (via this right sidebar) to see **Purchases (Total, Value, and Cost)**, and **ROAS**.

Customize Columns

Search: purchase Create Custom Metric

2 COLUMNS

CONVERSIONS

Metrics to Include	Total	Unique	Value	Cost	Unique Cost
Purchase ROAS (Return on Ad Spend)	☒	☐	☐	☐	☐
Purchases	☒	☐	☒	☒	☐

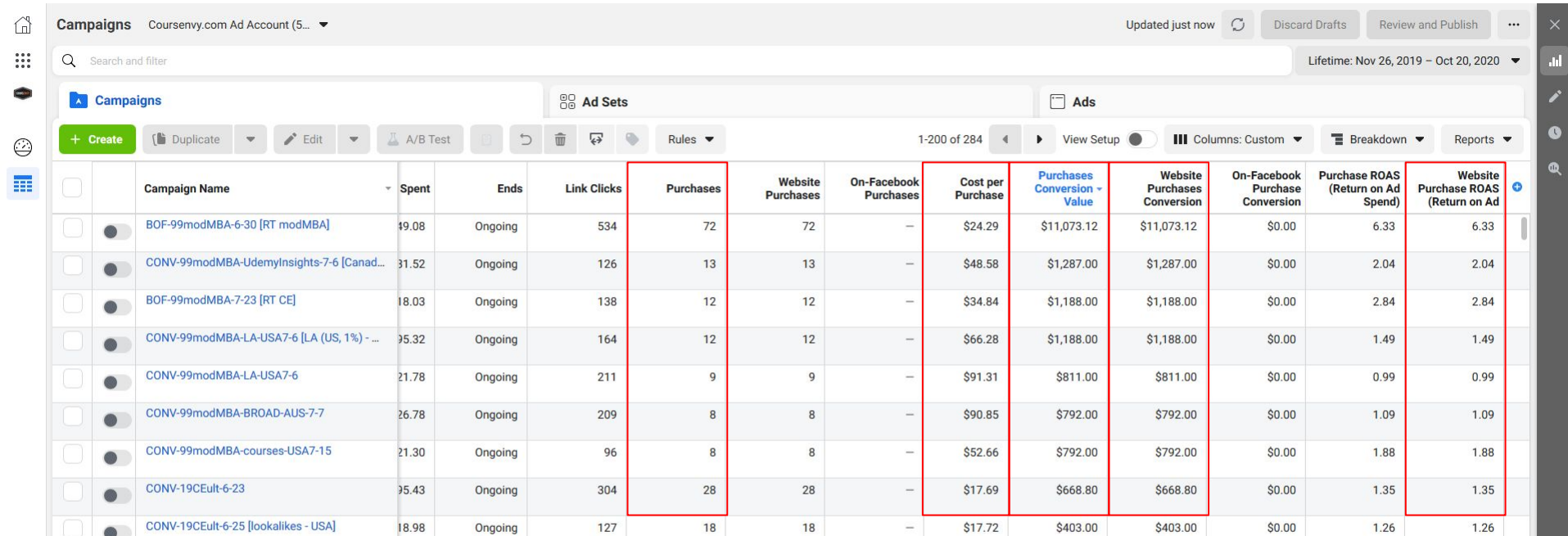
Check each box for the column to appear in Ads Manager.

Link Clicks
Purchases
Website Purchases
On-Facebook Purchases
Cost per Purchase
Purchases Conversion Value
Website Purchases Conversion Value
On-Facebook Purchase Conversion Value
Purchase ROAS (Return on Ad Spend)
Website Purchase ROAS (Return on Ad Spend)

Purchases Conversion Value	Website Purchases Conversion	On-Facebook Purchase Conversion	Cost per Purchase
073.12	\$11,073.12	\$0.00	\$24.29
668.80	\$668.80	\$0.00	\$17.69
\$0.00	\$0.00	\$0.00	—
\$0.00	\$0.00	\$0.00	—
188.00	\$1,188.00	\$0.00	\$34.84
\$0.00	\$0.00	\$0.00	—
228.00	\$228.00	\$0.00	\$16.77
318.56	\$318.56	\$0.00	\$8.26
\$0.00	\$0.00	\$0.00	—

CASE STUDY: eCommerce Client

- The goal of any eCommerce store is sales, so the **Purchases (Total, Value, and Cost)** and **ROAS** metrics are the first things you should look at when comparing an ads success.

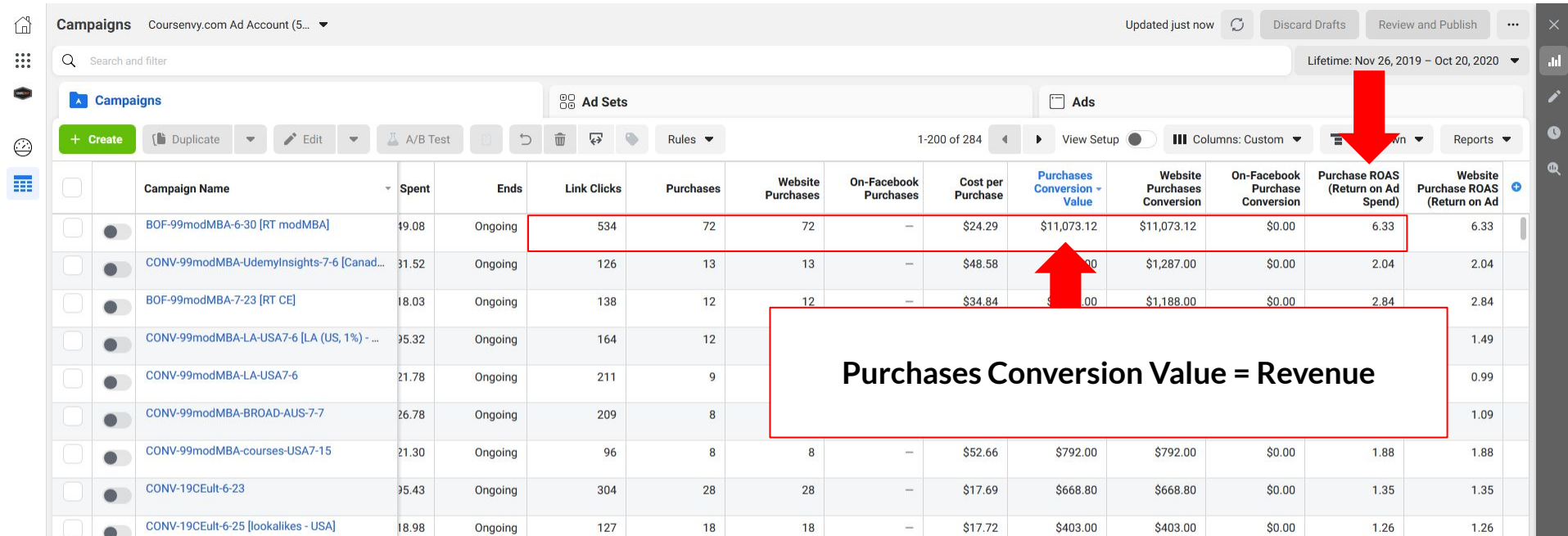


The screenshot displays the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The top navigation bar includes the account name, a search filter, and buttons for 'Updated just now', 'Discard Drafts', 'Review and Publish', and a menu icon. Below this, the 'Campaigns' tab is selected, showing a list of active campaigns. The table columns are: Campaign Name, Spent, Ends, Link Clicks, Purchases, Website Purchases, On-Facebook Purchases, Cost per Purchase, Purchases Conversion Value, Website Purchases Conversion, On-Facebook Purchase Conversion, Purchase ROAS (Return on Ad Spend), and Website Purchase ROAS (Return on Ad Spend). The 'Purchases', 'Purchases Conversion Value', 'Website Purchases Conversion', and 'Purchase ROAS' columns are highlighted with red borders. The table lists 10 campaigns, all with a status of 'Ongoing'.

	Campaign Name	Spent	Ends	Link Clicks	Purchases	Website Purchases	On-Facebook Purchases	Cost per Purchase	Purchases Conversion Value	Website Purchases Conversion	On-Facebook Purchase Conversion	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad Spend)
☐	BOF-99modMBA-6-30 [RT modMBA]	49.08	Ongoing	534	72	72	—	\$24.29	\$11,073.12	\$11,073.12	\$0.00	6.33	6.33
☐	CONV-99modMBA-UdemyInsights-7-6 [Canad...	31.52	Ongoing	126	13	13	—	\$48.58	\$1,287.00	\$1,287.00	\$0.00	2.04	2.04
☐	BOF-99modMBA-7-23 [RT CE]	18.03	Ongoing	138	12	12	—	\$34.84	\$1,188.00	\$1,188.00	\$0.00	2.84	2.84
☐	CONV-99modMBA-LA-USA7-6 [LA (US, 1%) - ...	95.32	Ongoing	164	12	12	—	\$66.28	\$1,188.00	\$1,188.00	\$0.00	1.49	1.49
☐	CONV-99modMBA-LA-USA7-6	21.78	Ongoing	211	9	9	—	\$91.31	\$811.00	\$811.00	\$0.00	0.99	0.99
☐	CONV-99modMBA-BROAD-AUS-7-7	26.78	Ongoing	209	8	8	—	\$90.85	\$792.00	\$792.00	\$0.00	1.09	1.09
☐	CONV-99modMBA-courses-USA7-15	21.30	Ongoing	96	8	8	—	\$52.66	\$792.00	\$792.00	\$0.00	1.88	1.88
☐	CONV-19CEult-6-23	95.43	Ongoing	304	28	28	—	\$17.69	\$668.80	\$668.80	\$0.00	1.35	1.35
☐	CONV-19CEult-6-25 [lookalikes - USA]	18.98	Ongoing	127	18	18	—	\$17.72	\$403.00	\$403.00	\$0.00	1.26	1.26

ROAS (Return on Ad Spend)

- **ROAS** = Money made from each ad dollar spent. For example below, this campaign is returning \$6.33 for every \$1 that we spend on ads. The higher the ROAS, the better!



The screenshot shows the Facebook Ads Manager interface. The table lists various campaigns with columns for Spent, Ends, Link Clicks, Purchases, Website Purchases, On-Facebook Purchases, Cost per Purchase, Purchases Conversion Value, Website Purchases Conversion, On-Facebook Purchases Conversion, Purchase ROAS (Return on Ad Spend), and Website Purchase ROAS (Return on Ad Spend). The first row is highlighted with a red box, showing a ROAS of 6.33. A red arrow points to the 'Purchases Conversion Value' column, which is also highlighted with a red box. A red box with the text 'Purchases Conversion Value = Revenue' is overlaid on the table.

	Campaign Name	Spent	Ends	Link Clicks	Purchases	Website Purchases	On-Facebook Purchases	Cost per Purchase	Purchases Conversion Value	Website Purchases Conversion	On-Facebook Purchases Conversion	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad Spend)
	BOF-99modMBA-6-30 [RT modMBA]	49.08	Ongoing	534	72	72	—	\$24.29	\$11,073.12	\$11,073.12	\$0.00	6.33	6.33
	CONV-99modMBA-UdemyInsights-7-6 [Canad...	31.52	Ongoing	126	13	13	—	\$48.58	\$792.00	\$1,287.00	\$0.00	2.04	2.04
	BOF-99modMBA-7-23 [RT CE]	18.03	Ongoing	138	12	12	—	\$34.84	\$792.00	\$1,188.00	\$0.00	2.84	2.84
	CONV-99modMBA-LA-USA7-6 [LA (US, 1%) - ...	95.32	Ongoing	164	12								1.49
	CONV-99modMBA-LA-USA7-6	21.78	Ongoing	211	9								0.99
	CONV-99modMBA-BROAD-AUS-7-7	26.78	Ongoing	209	8								1.09
	CONV-99modMBA-courses-USA7-15	21.30	Ongoing	96	8	8	—	\$52.66	\$792.00	\$792.00	\$0.00	1.88	1.88
	CONV-19CEult-6-23	95.43	Ongoing	304	28	28	—	\$17.69	\$668.80	\$668.80	\$0.00	1.35	1.35
	CONV-19CEult-6-25 [lookalikes - USA]	18.98	Ongoing	127	18	18	—	\$17.72	\$403.00	\$403.00	\$0.00	1.26	1.26

How to Measure Your Return on Ad Spend (ROAS)

To automatically have Facebook measure your ROAS, you need to have the [Facebook Pixel](#) set up and installed on your website, including the Purchase event and value (reference our Facebook Pixel lecture to proper installation).

We will scale up the budgets for the highest ROAS campaigns. Do note though, that when you scale up your ad spend, your cost per purchase will increase and your ROAS will decrease as you start to reach more people in your target audience.

How to Measure Your Return on Ad Spend (ROAS)

Return on Ad Spend (ROAS) is the online advertising equivalent of Return on Investment (ROI).

ROAS = Revenue from Facebook Ads / Facebook Ad Spend

EXAMPLE: You spend \$1,000 in a month on Facebook ads with a purchase value of \$50 per product and a cost per purchase of \$20

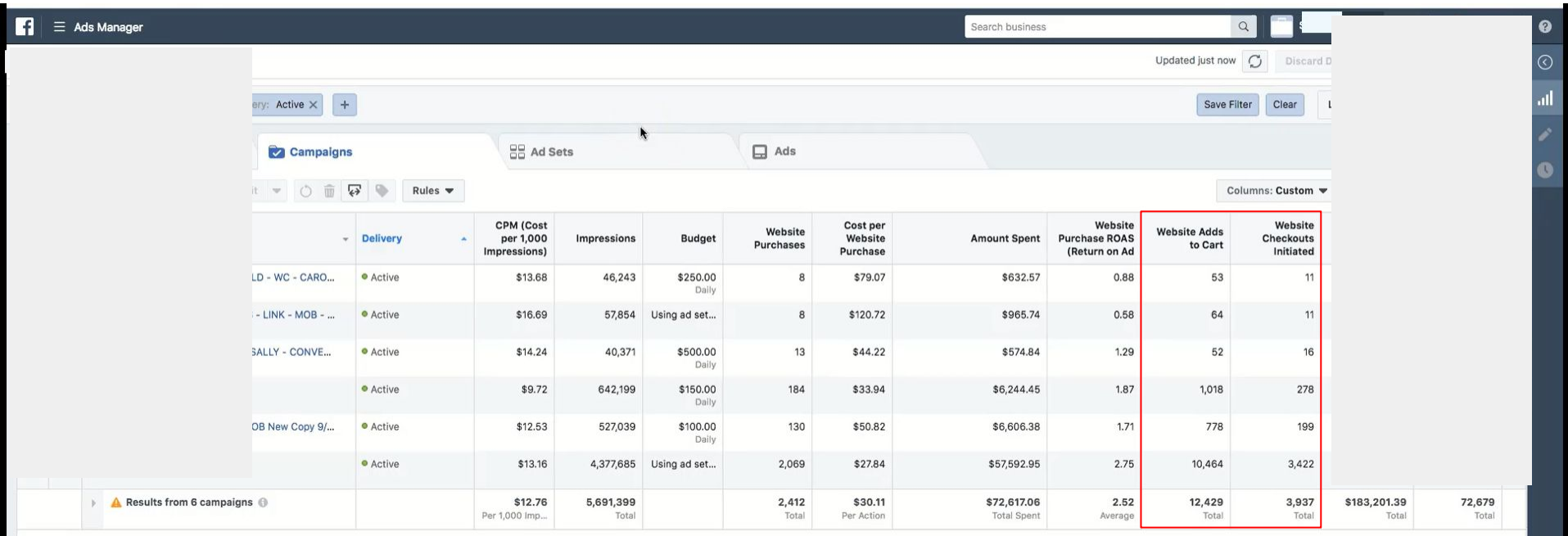
The ad generates 150 purchases (new customers) with a total purchase value (revenue) of \$7,500

$$\text{ROAS} = \$7,500 / (150 \times \$20) = 2.5$$

ROAS = 2.5x Return on Ad Spend

CASE STUDY: eCommerce Client

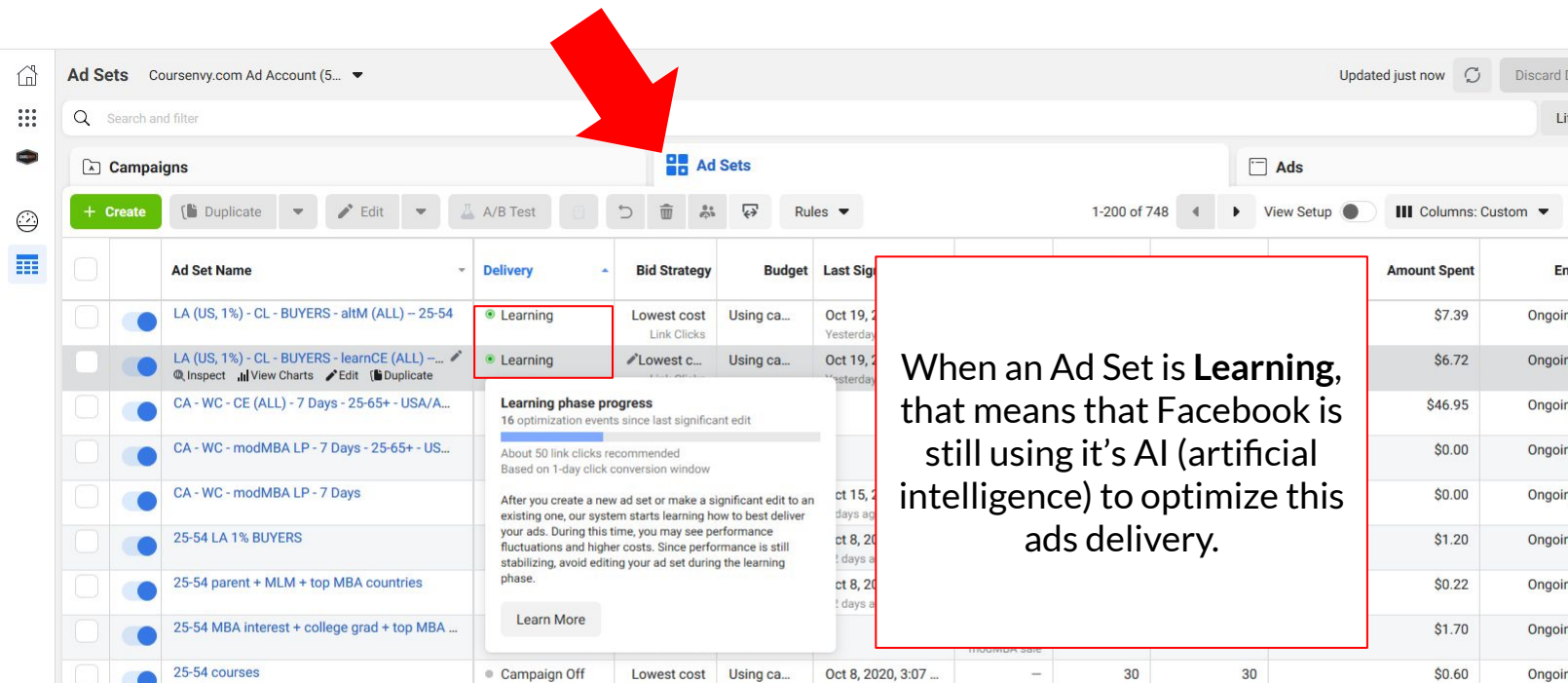
Website Adds to Cart and **Website Checkouts Initiated** are key to review in the beginning of an ad campaign. If people aren't even adding items to their cart, you have an Ad Set **targeting** issue.



Updated just now										
Search business										
Active										
Campaigns										
Ad Sets										
Ads										
Columns: Custom										
Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Budget	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad)	Website Adds to Cart	Website Checkouts Initiated	
LD - WC - CARO...	Active	\$13.68	46,243	\$250.00 Daily	8	\$79.07	\$632.57	0.88	53	11
- LINK - MOB - ...	Active	\$16.69	57,854	Using ad set...	8	\$120.72	\$965.74	0.58	64	11
SALLY - CONVE...	Active	\$14.24	40,371	\$500.00 Daily	13	\$44.22	\$574.84	1.29	52	16
	Active	\$9.72	642,199	\$150.00 Daily	184	\$33.94	\$6,244.45	1.87	1,018	278
OB New Copy 9/...	Active	\$12.53	527,039	\$100.00 Daily	130	\$50.82	\$6,606.38	1.71	778	199
	Active	\$13.16	4,377,685	Using ad set...	2,069	\$27.84	\$57,592.95	2.75	10,464	3,422
Results from 6 campaigns		\$12.76 Per 1,000 Imp...	5,691,399 Total		2,412 Total	\$30.11 Per Action	\$72,617.06 Total Spent	2.52 Average	12,429 Total	3,937 Total
									\$183,201.39 Total	72,679 Total

CASE STUDY: eCommerce Client

➤ Learning appears on the Ad Sets tab under the **Delivery** column.



The screenshot shows the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The 'Ad Sets' tab is selected, and the 'Delivery' column is highlighted. A red arrow points to the 'Learning' status in the 'Delivery' column for the ad set 'LA (US, 1%) - CL - BUYERS - learnCE (ALL)'. A red box highlights the 'Learning' status, and a text box explains that 'Learning' means Facebook is using its AI to optimize ad delivery.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Event	Amount Spent	Estimated Cost
LA (US, 1%) - CL - BUYERS - altM (ALL) - 25-54	Learning	Lowest cost Link Clicks	Using campaign budget	Oct 19, 2020 Yesterday	\$7.39	Ongoing
LA (US, 1%) - CL - BUYERS - learnCE (ALL) - 25-54	Learning	Lowest cost Link Clicks	Using campaign budget	Oct 19, 2020 Yesterday	\$6.72	Ongoing
CA - WC - CE (ALL) - 7 Days - 25-65+ - USA/A...					\$46.95	Ongoing
CA - WC - modMBA LP - 7 Days - 25-65+ - US...					\$0.00	Ongoing
CA - WC - modMBA LP - 7 Days					\$0.00	Ongoing
25-54 LA 1% BUYERS					\$1.20	Ongoing
25-54 parent + MLM + top MBA countries					\$0.22	Ongoing
25-54 MBA interest + college grad + top MBA ...					\$1.70	Ongoing
25-54 courses					\$0.60	Ongoing

Learning phase progress
16 optimization events since last significant edit
About 50 link clicks recommended
Based on 1-day click conversion window

After you create a new ad set or make a significant edit to an existing one, our system starts learning how to best deliver your ads. During this time, you may see performance fluctuations and higher costs. Since performance is still stabilizing, avoid editing your ad set during the learning phase.

[Learn More](#)

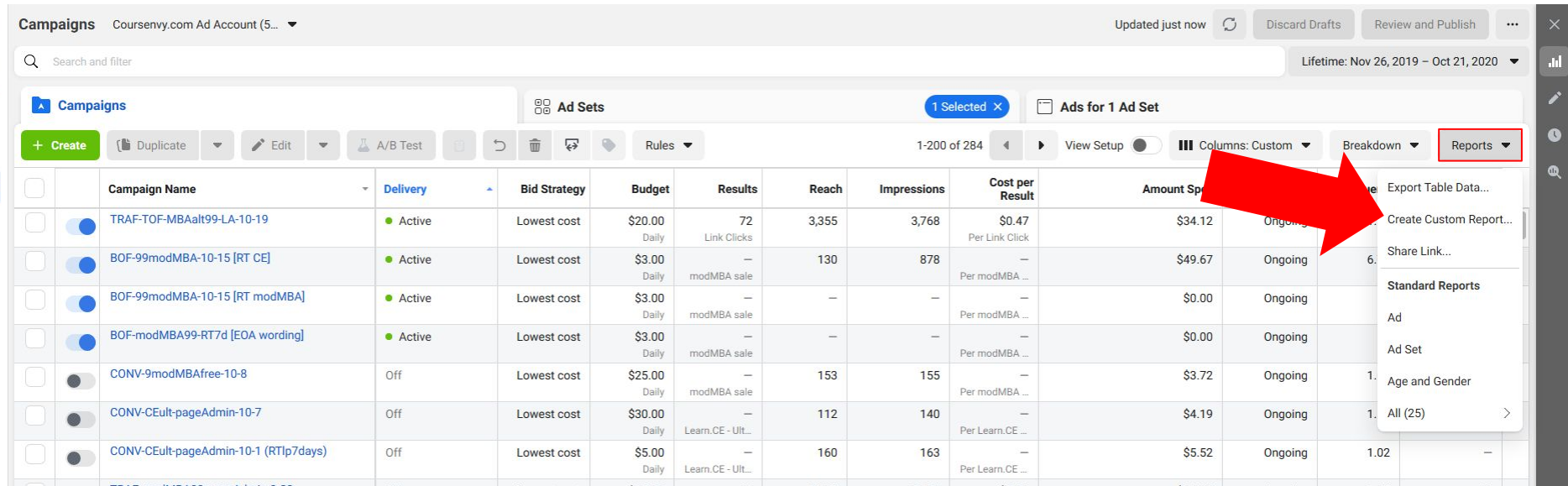
When an Ad Set is **Learning**, that means that Facebook is still using it's AI (artificial intelligence) to optimize this ads delivery.

Facebook Ads Reporting

Facebook Ads Manager → Reports

Once you have your Ads Manager customized the way you want (i.e. your specific Custom Columns added/removed), create and save a **Report**.

➤ Click **Reports** → in the dropdown menu select “**Create Custom Report**”



The screenshot displays the Facebook Ads Manager interface. At the top, the header shows 'Campaigns' and 'Coursenvy.com Ad Account (5...)' with a search bar and filters for 'Lifetime: Nov 26, 2019 – Oct 21, 2020'. Below the header, there are tabs for 'Campaigns', 'Ad Sets' (1 Selected), and 'Ads for 1 Ad Set'. A toolbar contains various icons for creating, editing, and testing ads. The main table lists several campaigns with columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, and Status. A red arrow points to the 'Reports' dropdown menu in the top right corner of the table. The dropdown menu is open, showing options like 'Export Table Data...', 'Create Custom Report...', 'Share Link...', 'Standard Reports', 'Ad', 'Ad Set', 'Age and Gender', and 'All (25)'.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Status
TRAF-TOF-MBAalt99-LA-10-19	Active	Lowest cost	\$20.00 Daily	72 Link Clicks	3,355	3,768	\$0.47 Per Link Click	\$34.12	Ongoing
BOF-99modMBA-10-15 [RT CE]	Active	Lowest cost	\$3.00 Daily	modMBA sale	130	878	Per modMBA ...	\$49.67	Ongoing
BOF-99modMBA-10-15 [RT modMBA]	Active	Lowest cost	\$3.00 Daily	modMBA sale	—	—	Per modMBA ...	\$0.00	Ongoing
BOF-modMBA99-RT7d [EOA wording]	Active	Lowest cost	\$3.00 Daily	modMBA sale	—	—	Per modMBA ...	\$0.00	Ongoing
CONV-9modMBAfree-10-8	Off	Lowest cost	\$25.00 Daily	modMBA sale	153	155	Per modMBA ...	\$3.72	Ongoing
CONV-CEUlt-pageAdmin-10-7	Off	Lowest cost	\$30.00 Daily	Learn.CE - Ult...	112	140	Per Learn.CE ...	\$4.19	Ongoing
CONV-CEUlt-pageAdmin-10-1 (RTIp7days)	Off	Lowest cost	\$5.00 Daily	Learn.CE - Ult...	160	163	Per Learn.CE ...	\$5.52	Ongoing

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day

You have unsaved changes
Data refreshed less than 1 minute ago

Save



Had Delivery X Search and filter

Clear

Lifetime: Nov 26, 2019 – Oct 21, 2020

Customize

Give your Custom Report a name.

Campaign Name Campaign Name Results ↓ Reach Impressions Cost per Result Quality Ranking

VideoViews-bizSCHOOL	● Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	\$0.01 ThruPlay	
VideoViews-Testimonial-Nic	● Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	\$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	● Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	\$1.44 Reach	
REACH-modMBAwebinar-CAacct	● Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	\$3.39 Reach	
Reach-parentENTREP	● Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	\$1.77 Reach	
VideoViews-modMBAwebinar	● Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	\$0.01 ThruPlay	
VideoViews-courses	● Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	\$0.01 ThruPlay	
Traffic - Ud - FB Course	● Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	\$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	● Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	\$0.02 Link Click	
VideoViews-supersplit	● Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	\$0.01 ThruPlay	
CONV-modMBAfree-richC-course	● Inactive Campaign	CONV-modMBAfree-richC-course	3,041 ThruPlays	267,263	498,988	\$0.21 ThruPlay	

Customize Pivot Table

Search

Breakdowns

Metrics

Custom Breakdowns

+ Create

Level

- ☒ Campaign Name
- ☐ Ad Set Name
- ☐ Ad Name
- ☐ Campaign ID
- ☐ Ad Set ID
- ☐ Ad ID

Time

- ☐ Day
- ☐ Week
- ☐ 2 Weeks

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Search and filter

Pivot Table Group Breakdowns

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	● Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	\$0.01 ThruPlay	
VideoViews-Testimonial-Nic	● Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	\$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	● Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	\$1.44 Reach	
REACH-modMBAwebinar-CAacct	● Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	\$3.39 Reach	
Reach-parentENTREP	● Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	\$1.77 Reach	
VideoViews-modMBAwebinar	● Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	\$0.01 ThruPlay	
VideoViews-courses	● Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	\$0.01 ThruPlay	
Traffic - Ud - FB Course	● Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	\$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	● Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	\$0.02 Link Click	
VideoViews-supersplit	● Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	\$0.01 ThruPlay	
CONV-modMBAfree-richC-course	● Inactive Campaign	CONV-modMBAfree-richC-course	3,041	267,263	498,988	\$0.21	

Share your Report link.

Customize Pivot Table

Search

Breakdowns

Metrics

Custom Breakdowns

+ Create

Level

- ☒ Campaign Name
- ☐ Ad Set Name
- ☐ Ad Name
- ☐ Campaign ID
- ☐ Ad Set ID
- ☐ Ad ID

Time

- ☐ Day
- ☐ Week
- ☐ 2 Weeks

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Search Had Delivery X Search and filter

Pivot Table Group Breakdowns

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	● Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	\$0.01 ThruPlay	
VideoViews-Testimonial-Nic	● Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	\$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	● Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	\$1.44 Reach	
REACH-modMBAwebinar-CAacct	● Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	\$3.39 Reach	
Reach-parentENTREP	● Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	\$1.77 Reach	
VideoViews-modMBAwebinar	● Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	\$0.01 ThruPlay	
VideoViews-courses	● Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	\$0.01 ThruPlay	
Traffic - Ud - FB Course	● Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	\$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	● Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	\$0.02 Link Click	
VideoViews-supersplit	● Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	\$0.01 ThruPlay	
CONV-modMBAfree-richC-course	● Inactive Campaign	CONV-modMBAfree-richC-course	3,041	267,263	498,988	\$0.21	

Export your Report link.

Customize Pivot Table

Search

Breakdowns

Metrics

Custom Breakdowns

+ Create

Level

- ☒ Campaign Name
- ☐ Ad Set Name
- ☐ Ad Name
- ☐ Campaign ID
- ☐ Ad Set ID
- ☐ Ad ID

Time

- ☐ Day
- ☐ Week
- ☐ 2 Weeks

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Select the **Breakdown** columns you want to include in your report.

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

You have unsaved changes
Data refreshed less than 1 minute ago

Save



Search and filter

Pivot Table Group Breakdowns

Lifetime: Nov 26, 2019 – Oct 21, 2020

Customize

Customize Pivot Table

Search

Breakdowns

Metrics

Custom Breakdowns

+ Create

Level

☒ Campaign Name

☐ Ad Set Name

☐ Ad Name

☐ Campaign ID

☐ Ad Set ID

☐ Ad ID

Time

☐ Day

☐ Week

☐ 2 Weeks

Campaign Name

Delivery

Campaign

VideoViews-bizSCHOOL

Inactive Campaign

VideoViews

VideoViews-Testimonial-Nic

Inactive Campaign

VideoViews

REACH-modMBAfree-mrktMNGRjob

Inactive Campaign

REACH-modMBAfree-mrktMNGRjob

13,360 Reach

13,360

13,989

\$1.44 Reach

REACH-modMBAwebinar-CAacct

Inactive Campaign

REACH-modMBAwebinar-CAacct

13,276 Reach

13,276

13,785

\$3.39 Reach

Reach-parentENTREP

Inactive Campaign

Reach-parentENTREP

10,522 Reach

10,522

10,522

\$1.77 Reach

VideoViews-modMBAwebinar

Inactive Campaign

VideoViews-modMBAwebinar

8,938 ThruPlays

51,472

93,372

\$0.01 ThruPlay

VideoViews-courses

Inactive Campaign

VideoViews-courses

7,189 ThruPlays

47,232

70,924

\$0.01 ThruPlay

Traffic - Ud - FB Course

Inactive Campaign

Traffic - Ud - FB Course

3,938 Link Clicks

191,328

226,818

\$0.02 Link Click

TRAF-udemy-FB-shops-FREE-6-16

Deleted Campaign

TRAF-udemy-FB-shops-FREE-6-16

3,544 Link Clicks

229,697

403,412

\$0.02 Link Click

VideoViews-supersplit

Inactive Campaign

VideoViews-supersplit

3,491 ThruPlays

19,756

22,548

\$0.01 ThruPlay

CONV-modMBAfree-richC-course

Inactive Campaign

CONV-modMBAfree-richC-course

3,041

267,263

498,988

\$0.21

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Select the Metrics columns you want to include in your report.

Customize Pivot Table

Search

Metrics

+ Create

Performance

- ☒ Results
- ☐ Result Rate
- ☒ Reach
- ☒ Frequency
- ☒ Impressions
- ☒ Delivery
- ☒ Amount Spent
- ☐ Clicks (All)
- ☐ CPC (All)
- ☐ CTR (All)
- Gross Impressions (Includes

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

You can also create Custom Breakdowns or Metrics. Just click this “+ Create” button.

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

You have unsaved changes
Data refreshed 15 minutes ago

Save Save Refresh Download More

Search and filter

Pivot Table Group Breakdowns

Lifetime: Nov 26, 2019 – Oct 21, 2020

Customize

Customize Pivot Table

Search

Breakdowns Metrics

Custom Metrics

+ Create

Performance

- ☒ Results
- ☐ Result Rate
- ☒ Reach
- ☒ Frequency
- ☒ Impressions
- ☒ Delivery
- ☒ Amount Spent
- ☐ Clicks (All)
- ☐ CPC (All)
- ☐ CTR (All)
- ☐ Gross Impressions (Includes

Create Custom Metric

For example, I will create a Custom Metric for my eCommerce clients called “COGS” (cost of goods sold).

For this create the FORMULA: “Cost per Purchase” minus the cost of goods sold price. Then this report will include a “COGS” column and show me which ads are still profitable AFTER my COGS expense.

Create Custom Metric

Name: 4/100 Format: Numeric (123)

Description (Optional): 0/350

Formula:

+	-	x	÷	(	)
Cost per Purchase - 10					

Who Can Access This?:

i When you build a custom metric, Facebook only performs basic mathematical calculations based on your formula to deliver your result, and does not otherwise add to or modify the metric.

Cancel Create Metric

Facebook Ads Reporting

<https://business.facebook.com/adsmanager/reporting>

Once done building, "Save" your Report.

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Search and filter

Pivot Table Group Breakdowns

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	● Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	\$0.01 ThruPlay	
VideoViews-Testimonial-Nic	● Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	\$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	● Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	\$1.44 Reach	
REACH-modMBAwebinar-CAacct	● Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	\$3.39 Reach	
Reach-parentENTREP	● Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	\$1.77 Reach	
VideoViews-modMBAwebinar	● Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	\$0.01 ThruPlay	
VideoViews-courses	● Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	\$0.01 ThruPlay	
Traffic - Ud - FB Course	● Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	\$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	● Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	\$0.02 Link Click	
VideoViews-supersplit	● Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	\$0.01 ThruPlay	
CONV-modMBAfree-richC-course	● Inactive Campaign	CONV-modMBAfree-richC-course	3,041	267,263	498,988	\$0.21	

Save

Customize Pivot Table

Search

Breakdowns Metrics

Custom Breakdowns

+ Create

Level

- ☒ Campaign Name
- ☐ Ad Set Name
- ☐ Ad Name
- ☐ Campaign ID
- ☐ Ad Set ID
- ☐ Ad ID

Time

- ☐ Day
- ☐ Week
- ☐ 2 Weeks

View Saved Reports

Campaigns Coursenvy.com Ad Account (5... ▾) Updated just now ↻ Discard Drafts Review and Publish ...

Search and filter

Lifetime: Nov 26, 2019 – Oct 21, 2020 ▾

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 284 View Setup Columns: Custom Reports ▾

	Campaign Name ▾	Delivery ▴	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	
☐	TRAF-TOF-MBAalt99-LA-10-19	Active	Lowest cost	\$20.00 Daily	73 Link Clicks	3,403	3,836	\$0.47 Per Link Click	\$34.67	
☐	BOF-99modMBA-10-15 [RT CE]	Active	Lowest cost	\$3.00 Daily	— modMBA sale	130	879	— Per modMBA ...	\$49.73	
☐	BOF-99modMBA-10-15 [RT modMBA]	Active	Lowest cost	\$3.00 Daily	— modMBA sale	—	—	— Per modMBA ...		
☐	BOF-modMBA99-RT7d [EOA wording]	Active	Lowest cost	\$3.00 Daily	— modMBA sale	—	—	— Per modMBA ...		
☐	CONV-9modMBAfree-10-8	Off	Lowest cost	\$25.00 Daily	— modMBA sale	153	155	— Per modMBA ...	\$3.72	
☐	CONV-CEult-pageAdmin-10-7	Off	Lowest cost	\$30.00 Daily	— Learn.CE - Ult...	112	140	— Per Learn.CE ...	\$4.19	
☐	CONV-CEult-pageAdmin-10-1 (RTIp7days)	Off	Lowest cost	\$5.00 Daily	— Learn.CE - Ult...	160	163	— Per Learn.CE ...	\$5.52	
☐	TRAF-modMBA99-pageAdmin-9-28	Off	Lowest cost	\$30.00 Daily	63 Link Clicks	5,616	8,476	\$1.30 Per Link Click	\$82.07	
☐	LEAD-parent-math-text	Off	Lowest cost	\$10.00 Daily	8 On-Facebook...	1,138	1,488	\$3.80 Per On-Faceb...	\$30.43	
☐	CONV-modMBA99-pageAdmin-9-24	Off	Lowest cost	\$30.00 Daily	— modMBA sale	260	282	— Per modMBA ...	\$11.11	Ongoing 1.08 2
☐	CONV-modMBAaccel-pageAdmin-9-23	Off	Lowest cost	\$20.00 Daily	— modmba-app...	542	571	— Per modmba...	\$15.53	Ongoing 1.05 14
☐	TRAF-cma-mathWB-9-23	Off	Lowest cost	\$10.00	22	1,470	1,578	\$0.41	\$8.97	Ongoing 1.07 21

Export Table Data...
Create Custom Report...
Share Link...
Recently Viewed Reports
Coursenvy Report
See all saved reports in Ads Reporting (1)

Standard Reports
Ad
Ad Set
Age and Gender
All (25) >

Facebook Events Manager

Facebook Events Manager

Facebook Events Manager helps you identify all the events happening on your website/app, whether from a Facebook ad or organic traffic.

EXAMPLE: If a user finds your website via Google search and adds a product to their cart, your Facebook Pixel will track that event.

The Facebook Pixel counts events regardless of the source of traffic. The Facebook Pixel helps you monitor overall activity and user behavior on your website.

Events Manager → Facebook Pixel

- To access your Facebook Pixel tracking, click the menu in the top left corner, then select the Events Manager option from the menu.

The screenshot displays the Facebook Events Manager interface. On the left, the 'Data Sources' menu is open, showing various options. A red arrow points to the 'Events Manager' option, which is highlighted with a blue background. The main content area shows the 'Learn/Coursenvy.com Pixel' overview. It includes a 'See Deeper Funnel Events' section with a description and a 'Learn More' button. Below this is a line graph showing activity over time, with the y-axis labeled 'Activity' and the x-axis showing dates from Sep 23 to Oct 21. The graph shows a fluctuating blue line representing activity levels. On the right side of the graph, there is a summary box with the following information:

- Active**: Last received 13 minutes ago
- Pixel**: 466681210
- Websites**: www.coursenvy.com
- +6 more**

At the bottom right, there is a search bar labeled 'Search by event' and a dropdown menu for 'All events'.

Events Manager

Coursenvy.com

+ Connect Data Sources

Data Sources

Custom Conversions

Partner Integrations

Learn/Coursenvy.com Pixel

Overview

Test Events

Diagnostics

History

Settings

All Activity

302

Sep 23

Sep 25

Events

PageView

Active

GeneralEvent

Active

Lead

Active

Initiate Checkout

Active

Search

Active

View Content

Active

Form

Active

Purchase

Active

3 Ad Sets

Browser

Active

Last received 13 minutes ago

Pixel

46668121

Websites

www.coursenvy.com

+6 more

Search by event

0/50

All events

Total Events ↓

11.4K

Last received 13 minutes ago

4.5K

Last received 19 minutes ago

192

Last received 19 minutes ago

95

Last received 13 hours ago

38

Last received 1 day ago

31

Last received 1 day ago

30

Last received 1 day ago

20

Last received 1 day ago

Click “Data Sources” in this left sidebar, then select your “Facebook Pixel” name to see a detailed breakdown of all the “Events” happening on your website. This includes events irrespective of the source of event (Google, Facebook Ads, YouTube, etc.) and helps you understand the behavior of users on the website.

All the Events can be seen here and expanded for a further detailed view.

Data Sources

Search by name or ID



Learn/Coursenvy.com Pixel



Learn/Coursenvy.com Pixel

Coursenvy.com Ad Account (\$57...

Last 28 days

Create

Overview Test Events Diagnostics History Settings

All Activity



Active
Last received 13 minutes ago

Pixel
466681211

Websites
www.coursenvy.com
[+6 more](#)

Add Events

Search by event

0/50

All events

Events	Used by	Connection Method	Total Events
PageView Active		Browser	11.4K Last received 13 minutes ago
GeneralEvent Active		Browser	4.5K Last received 19 minutes ago
Lead Active		Browser	192 Last received 19 minutes ago
Initiate Checkout Active		Browser	95 Last received 13 hours ago
Search Active		Browser	38 Last received 1 day ago
View Content Active		Browser	31 Last received 1 day ago
Form Active		Browser	30 Last received 1 day ago
Purchase Active	3 Ad Sets	Browser	20 Last received 1 day ago

Data Sources

Search by name or ID

Learn/Coursenvy.com Pixel

Once you click the name for a specific Event, it will expand so you can dig deeper into the data.

For example, you can view the total events for each.

Learn/Coursenvy.com Pixel

Last 28 days

Create

Overview Test Events Diagnostics History Settings

All Activity



Active
Last received 13 minutes ago

Pixel
4666817

Websites
www.coursenvy.com
+6 more

Add Events

Search by event 0/50

All events

Events	Used by	Connection Method	Total Events
PageView Active		Browser	11.4K Last received 12 minutes ago

Advanced Matching Activity

Set Up Mode: Automatic

3% of your PageView events are receiving the following hashed customer information through your Advanced Matching setup: Email. [Learn More](#)

Parameters

domain, plugin and 2 others

[View All Parameters](#)

Active

Last received 12 minutes ago



Export Data

Manage Event

View Details

GeneralEvent
Active

Browser

4.5K
Last received 19 minutes ago

Lead
Active

Browser

192
Last received 10 minutes ago

Facebook Analytics

Facebook Analytics

The **Facebook Analytics** tool provides insights to your business and helps you understand your customer's journey across mobile, web, and more.

<https://www.facebook.com/analytics>

FB Analytics

Coursenvy.com

Analyze and Report

- Ads Reporting
- Analytics**
- Attribution
- Audience Insights
- Brand Collabs Manager
- Experiments
- Traffic Analysis Report

Engage Customers

- Page Posts

Sell Products and Services

- Catalog Manager
- Commerce Manager

Search Your Analytics Entities

Recent

	Analytics Entity	Monthly Active Users	Monthly New Users	Monthly Revenue
☐	 Coursenvy Facebook Page	51 / -73.7%	46 / -72.9%	\$0.00 / +0%
☐	 Learn/Coursenvy.com Pixel Pixel	2.27K / -29.9%	1.88K / -27.8%	\$1.80K / -34.1%

Selected (0)
Select and group entities to understand how people interact with your whole business.

Create Private Group

Pages

	Analytics Entity	Monthly Active Users	Monthly New Users	Monthly Revenue
☐	 Coursenvy	51 / -73.7%	46 / -72.9%	\$0.00 / +0%

Pixels

	Analytics Entity	Monthly Active Users	Monthly New Users	Monthly Revenue
--	------------------	----------------------	-------------------	-----------------

Facebook Analytics

- Facebook Analytics allows you to review insights for Applications, Facebook Pages, and Facebook Pixels.
- Click the name of the Analytics Entity you want to analyze. For example, a Facebook Page.

FB Analytics

Coursevny.com

Analyze and Report

- Ads Reporting
- Analytics**
- Attribution
- Audience Insights
- Brand Collabs Manager
- Experiments
- Traffic Analysis Report

Engage Customers

- Page Posts

Sell Products and Services

- Catalog Manager

Search Your Analytics Entities

Recent

	Analytics Entity	Monthly Active Users	Monthly New Users	Monthly Revenue
☐	 Coursevny Facebook Page		46 / -72.9%	\$0.00 / +0%
☐	 Learn/Coursevny.com Pixel	2.27K / -29.9%	1.88K / -27.8%	\$1.80K / -34.1%

Selected (0)
Select and group entities to understand how people interact with your whole business.

Create Private Group

Pages

	Analytics Entity	Monthly Active Users	Monthly New Users	Monthly Revenue
☐	 Coursevny	51 / -73.7%	46 / -72.9%	\$0.00 / +0%

Pixels

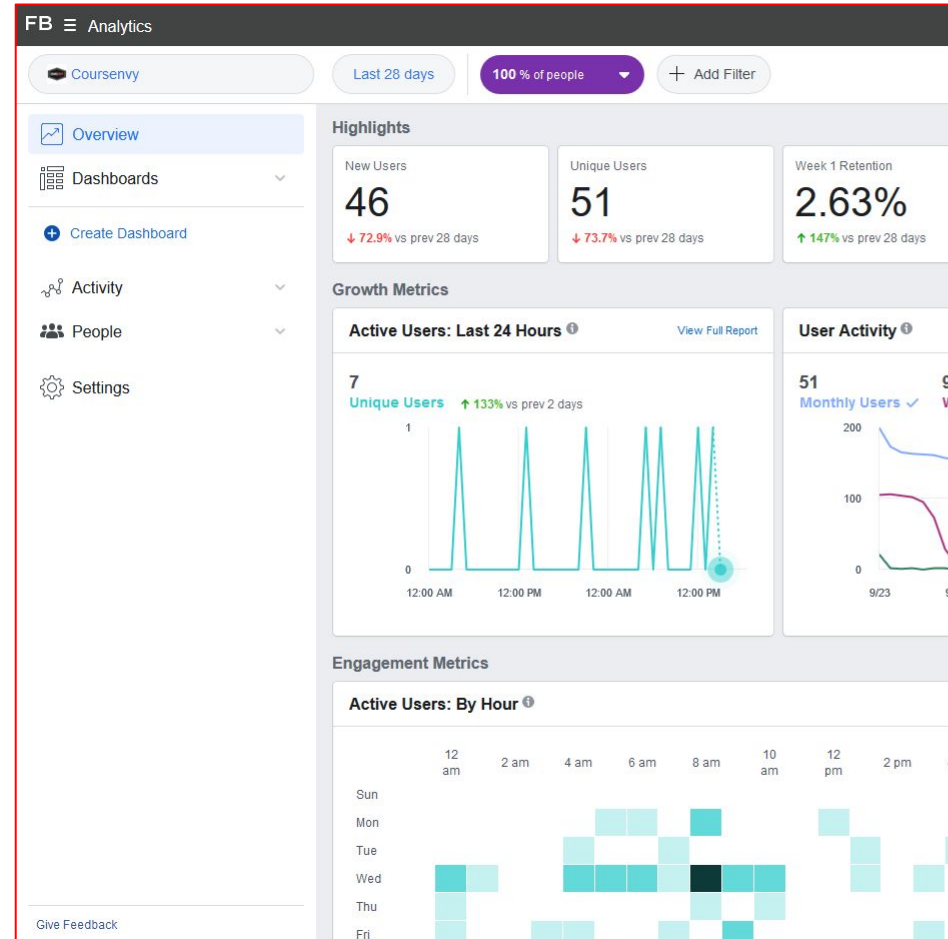
Facebook Analytics

Facebook Analytics truly helps us grow our clients accounts at a faster rate!

We personally use this data to find:

- Best time to post
- Discovered new ad audiences to target
- Use funnels to optimize for conversions
- Build audience segments to create content for specific audiences

Get more ideas: <https://analytics.facebook.com/success-stories>



Coursenvy

Last 28 days

100 % of people

+ Add Filter

Overview

Dashboards

Create Dashboard

Activity

Active Users

Funnels

Retention

Cohorts

Breakdowns

Outcomes

Journeys

Percentiles

Events

Overlap

Lifetime Value

People

Settings

Give Feedback

Highlights

New Users

46

↓ 72.9% vs prev 28 days

Unique Users

51

↓ 73.7% vs prev 28 days

Week 1 Retention

2.63%

↑ 147% vs prev 28 days

Post Reactions

41

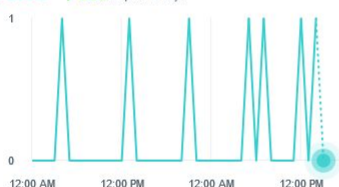
↓ 71.9% vs prev 28 days

Growth Metrics

Active Users: Last 24 Hours

View Full Report

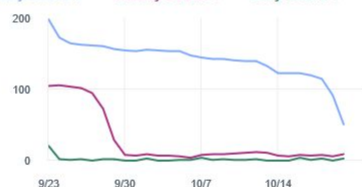
7 Unique Users ↑ 133% vs prev 2 days



User Activity

View Full Report

51 Monthly Users ✓ 9 Weekly Users ✓ 3 Daily Users ✓



Engagement Metrics

Active Users: By Hour

View Full Report



Take 10-15 minutes to really dig into every Analytics page in the left sidebar.

The things you will learn about your current audience (and potential future audiences) is amazing!

Report a Problem

Coursenvy

Last 28 days

100 % of people

+ Add Filter

Overview

Dashboards

Create Dashboard

Activity

Active Users

Funnels

Retention

Cohorts

Breakdowns

Outcomes

Journeys

Percentiles

Events

Overlap

Lifetime Value

People

Settings

Give Feedback

Highlights

New Users

46

↓ 72.9% vs prev 28 days

Unique Users

51

↓ 73.7% vs prev 28 days

Week 1 Retention

2.62%

Post Reactions

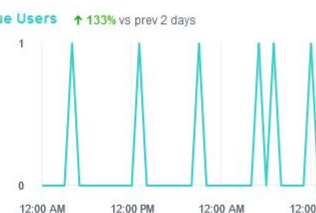
44

Growth Metrics

Active Users: Last 24 Hours

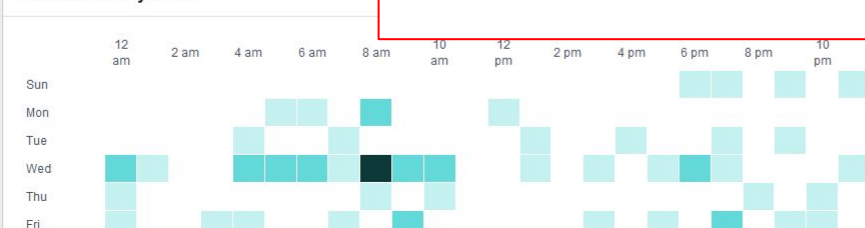
7

Unique Users ↑ 133% vs prev 2 days



Engagement Metrics

Active Users: By Hour



Click the top left Analytics Entity menu to select your entity to analyze (e.g. Facebook Page, Facebook Pixel, etc.).

Change your entity to your Facebook Pixel to review Analytics specific to your website traffic.

1

New Ways to Create a Custom Audience

Now you can create a Custom Audience to show ads to people who engage with your Facebook Page or Instagram account.

[Learn More](#)

☆

Get the Analytics Mobile App

View and create reports on the go



GET IT ON Google Play

Download on the App Store

☆

Featured Blog

Measure the business impact of Instagram and Pages



[Report a Problem](#)

Learn/Coursenvy.com Pixel

Last 28 days

100 % of people

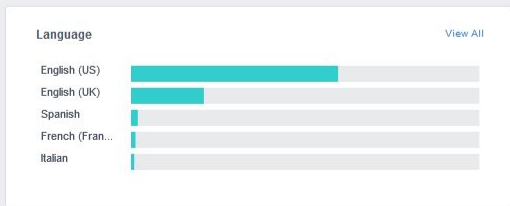
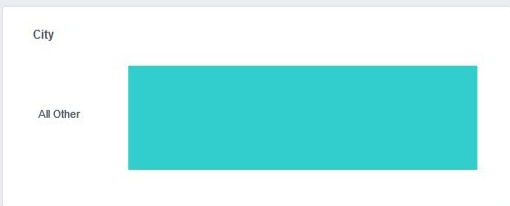
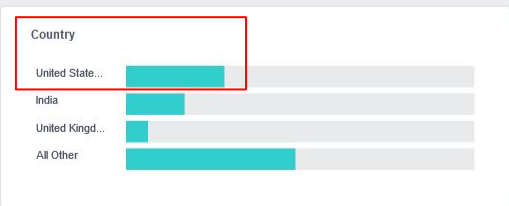
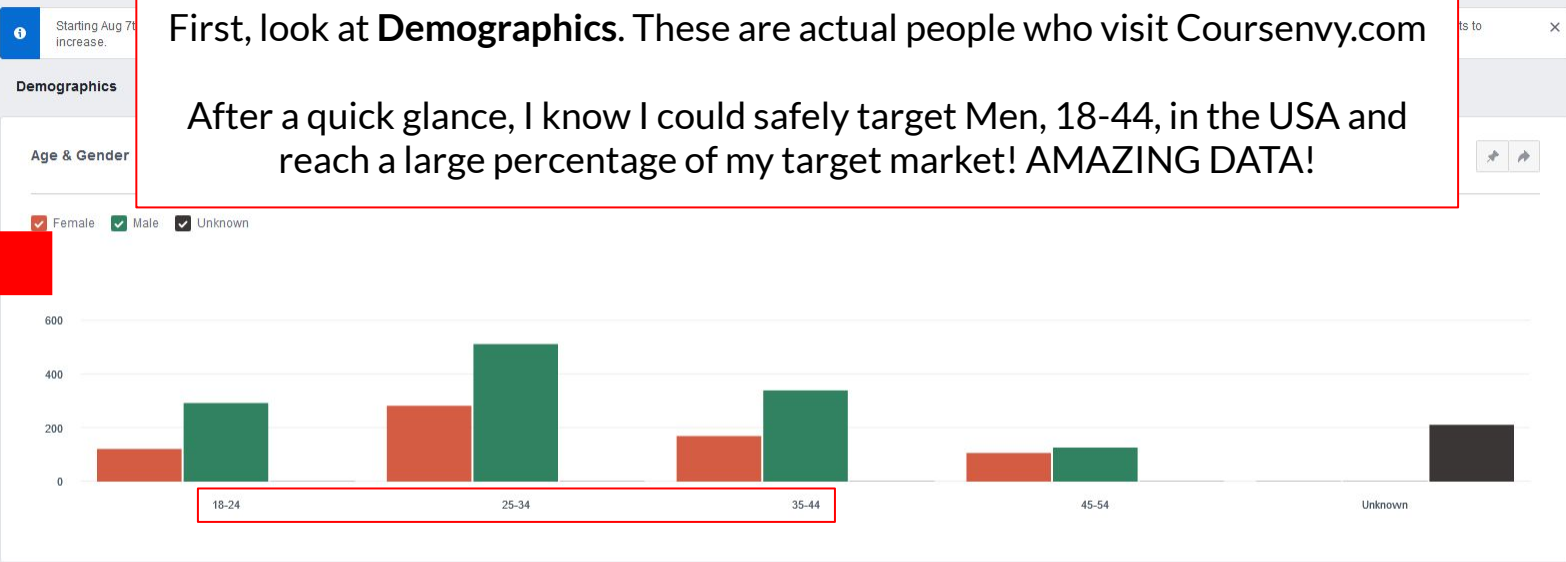
+ Add Filter

- Overview
- Dashboards
- Create Dashboard
- Activity
- People
- Demographics**
- Technology
- Settings

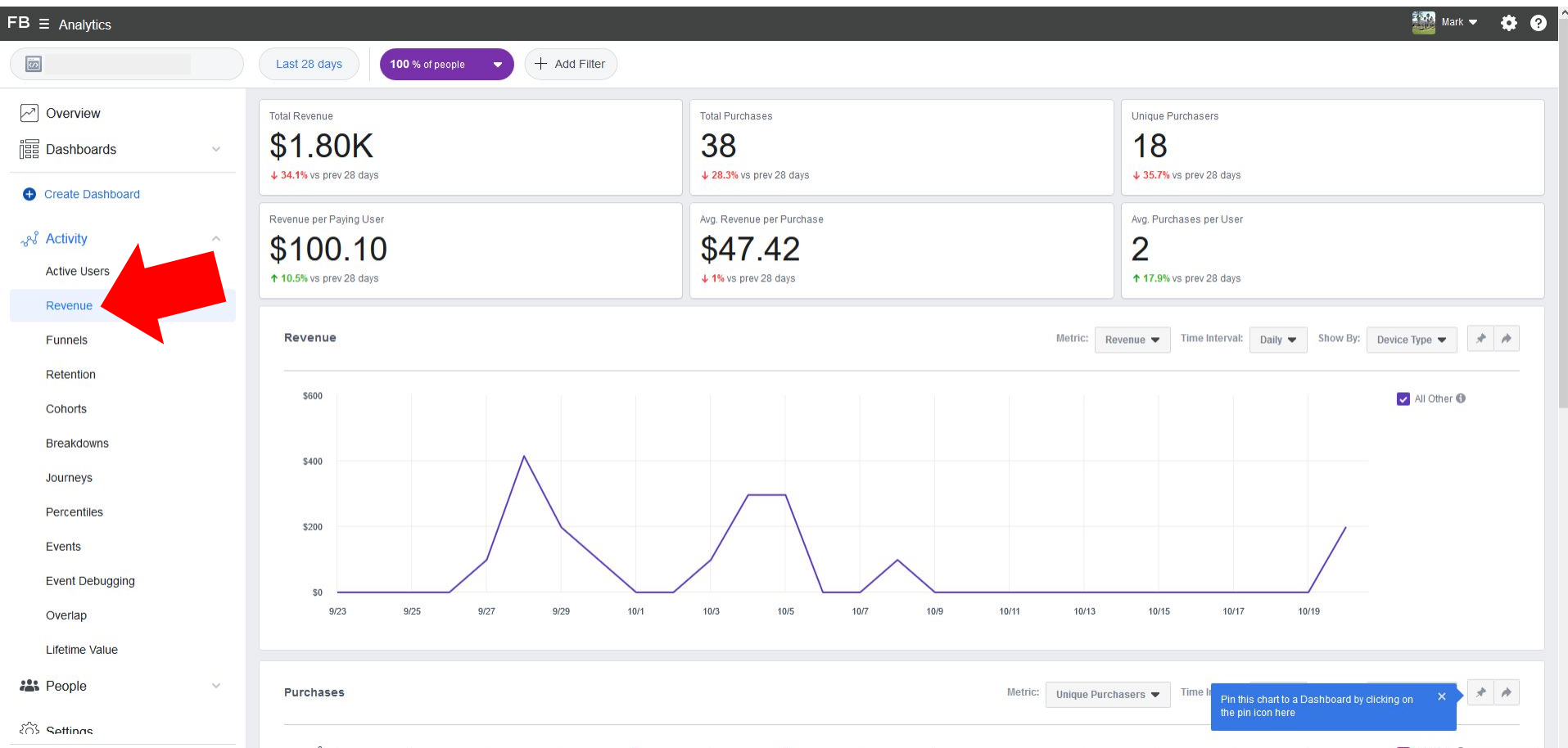


First, look at **Demographics**. These are actual people who visit Coursenvy.com

After a quick glance, I know I could safely target Men, 18-44, in the USA and reach a large percentage of my target market! AMAZING DATA!



The next important tab I review for my ad agency clients, is the **Revenue Analytics** page. Most clients care about SALES most, so this is a great report to screenshot and include in your monthly reporting to show before and after results from your ads.



Learn/Coursenvy.com Pixel

Last 28 days

100 % of people

+ Add Filter

Overview

Dashboards

+ Create Dashboard

Activity

Active Users

Revenue

Funnels

Retention

Cohorts

Breakdowns

Journeys

Percentiles

Events

Event Debugging

Overlap

Lifetime Value

People

Settings

Give Feedback

Funnels

Measure conversions for a sequence of actions.



Name

Description

Last View



Measure conversion for a sequence of actions

Create a funnel to learn more about the conversion rate and identify bottlenecks for any specific flow in your app or website.

Create Funnel

Learn More

No Funnels Found

[Create your first funnel.](#)

Create Funnel

Learn/Coursenvy.com Pixel

Last 28 days

100 % of people

+ Add Filter

Overview

Dashboards

Create Dashboard

Activity

Active Users

Revenue

Funnels

Retention

Cohorts

Breakdowns

Journeys

Percentiles

Events

Event Debugging

Overlap

Lifetime Value

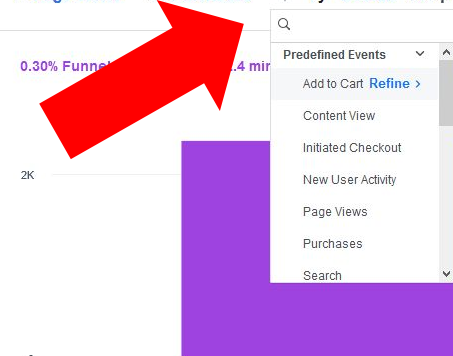
People

Settings

Give Feedback

Untitled Funnel

1. Page Views 2. Purchases + by Overall completed within Anytime



Unique People in Funnel

	Page Views	Purchases
Conversion Rates	100%	0.30%
People	2.37K	7
Events Per Person	4	3

For the first step in the funnel (or TOP of funnel), I will select the most broad event **PAGE VIEWS** which tracks all website views.

Next, click the + sign to add the second step of the funnel (e.g. **PURCHASE** event).

This is only a 2 step funnel as I want to use Facebook Analytics to see my **Conversion Rate** of how many users make a Purchase.

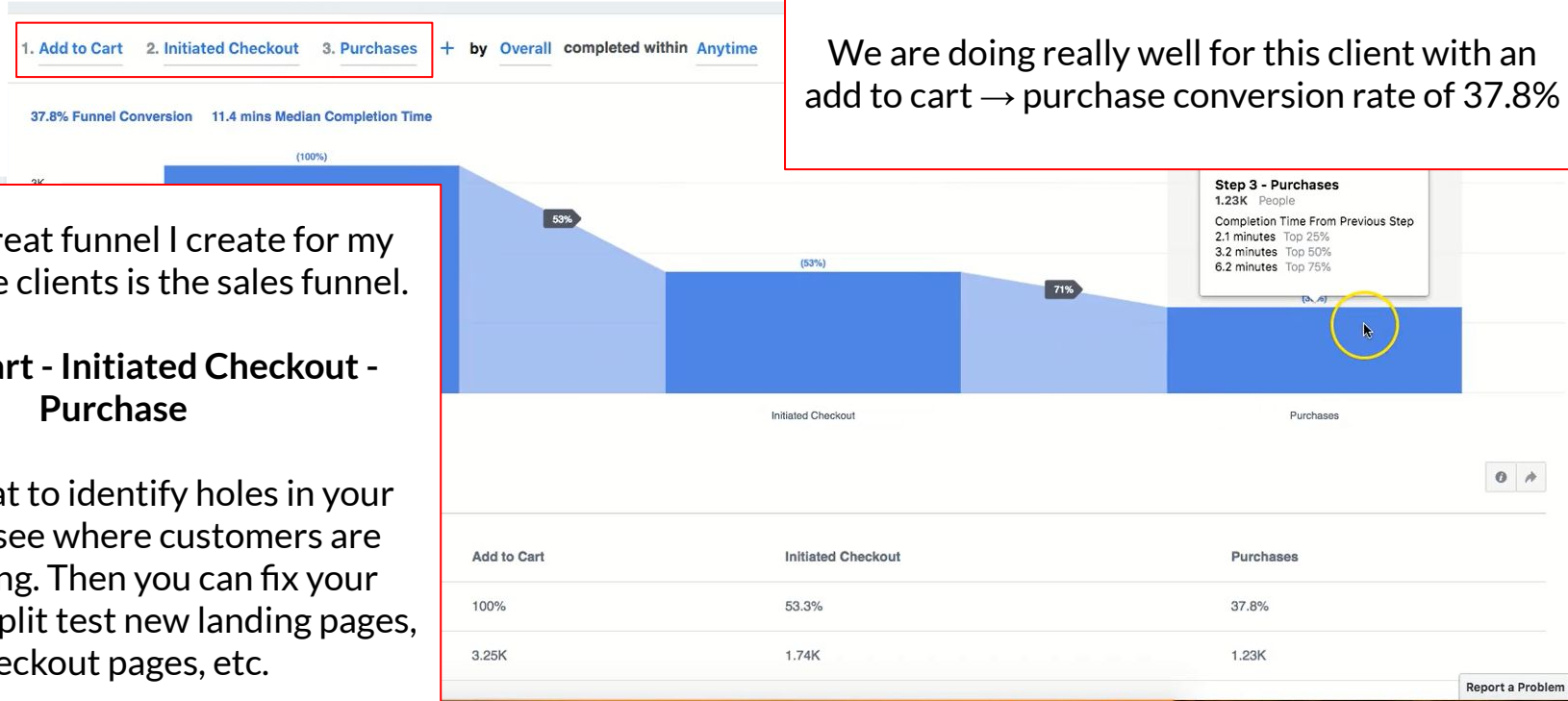
The average eCommerce visitor → purchase conversion rate is around 2%. While the average eCommerce add to cart → purchase conversion rate is around 10%.

We are doing really well for this client with an add to cart → purchase conversion rate of 37.8%

Another great funnel I create for my eCommerce clients is the sales funnel.

Add to Cart - Initiated Checkout - Purchase

This is great to identify holes in your funnel to see where customers are abandoning. Then you can fix your website or split test new landing pages, checkout pages, etc.



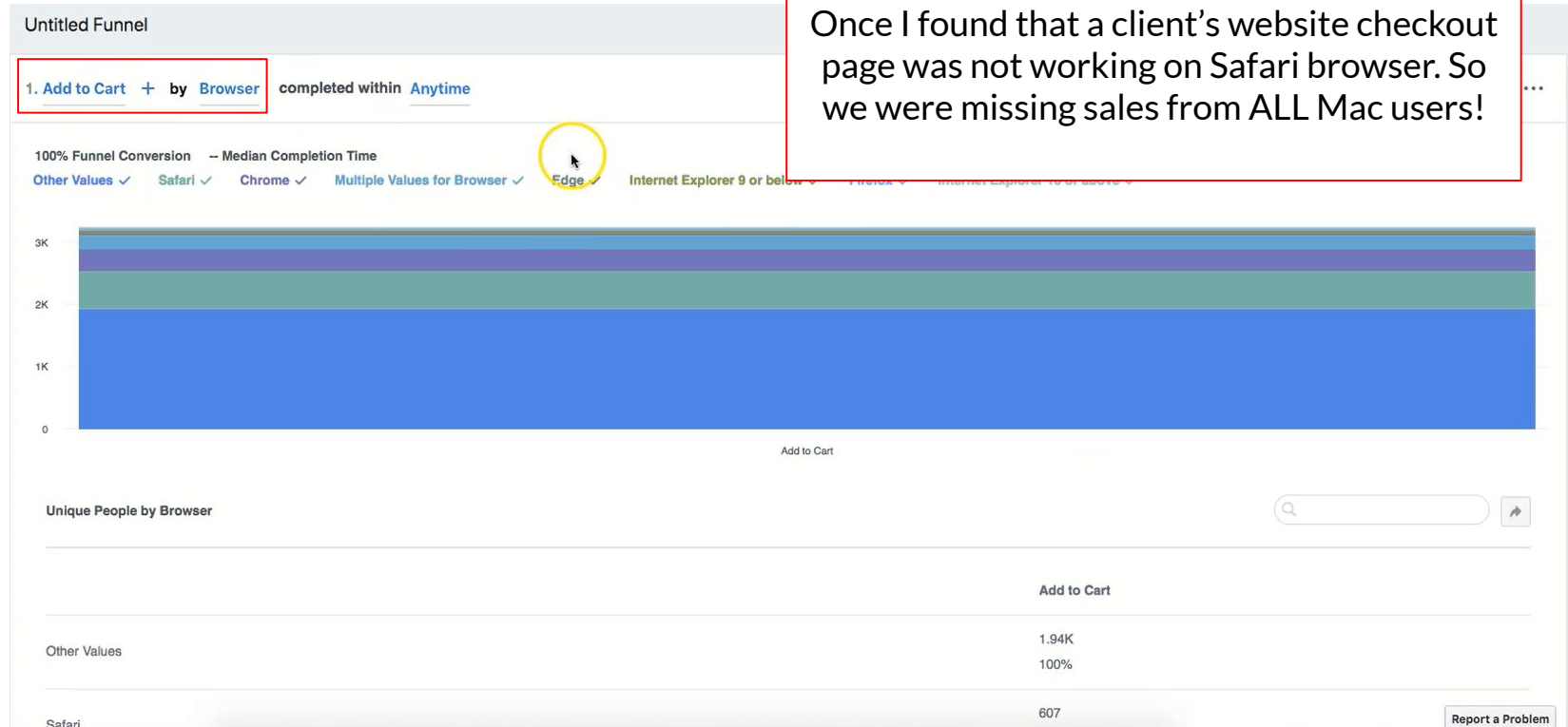
You can discover so much about your audience via Facebook Analytics Funnels.

Such as which **Age** of person had the most **Add to Cart** events. We can then split test targeting just this age in future ads.



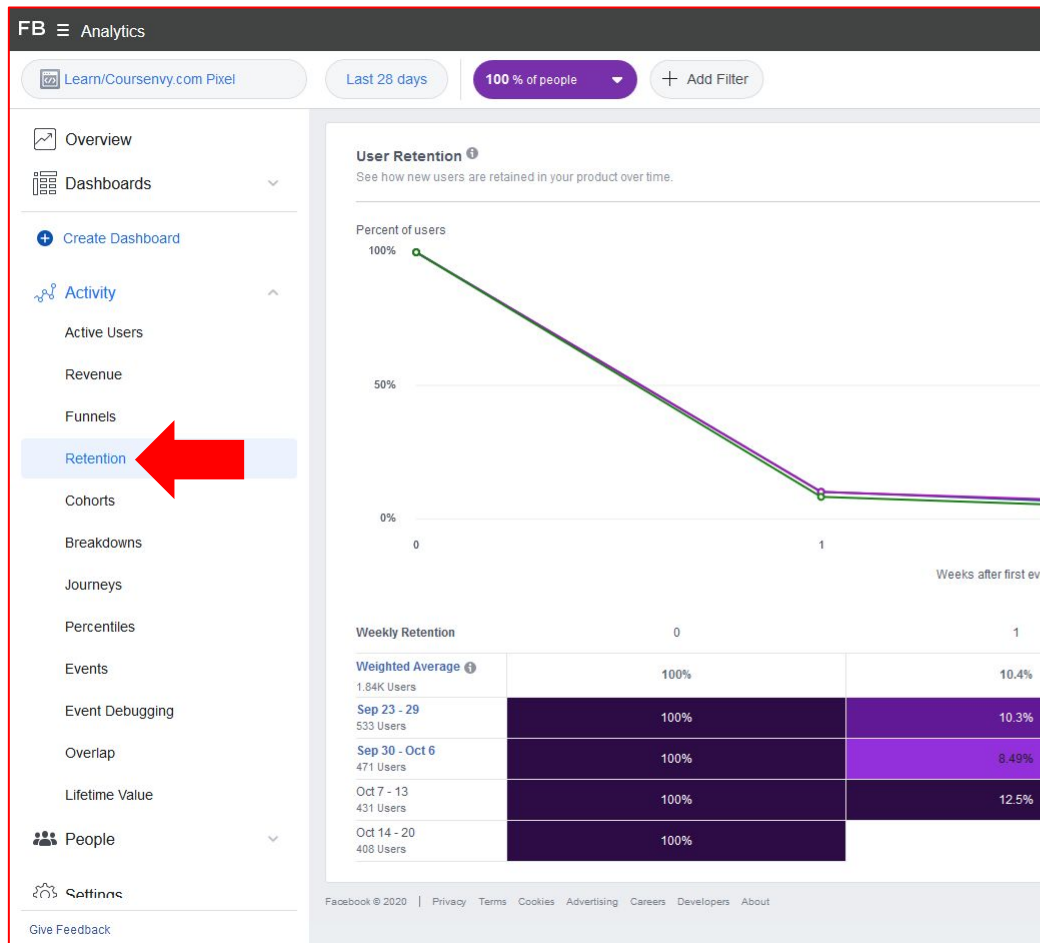
I have also used Funnels to discover issues with websites.

Once I found that a client's website checkout page was not working on Safari browser. So we were missing sales from ALL Mac users!



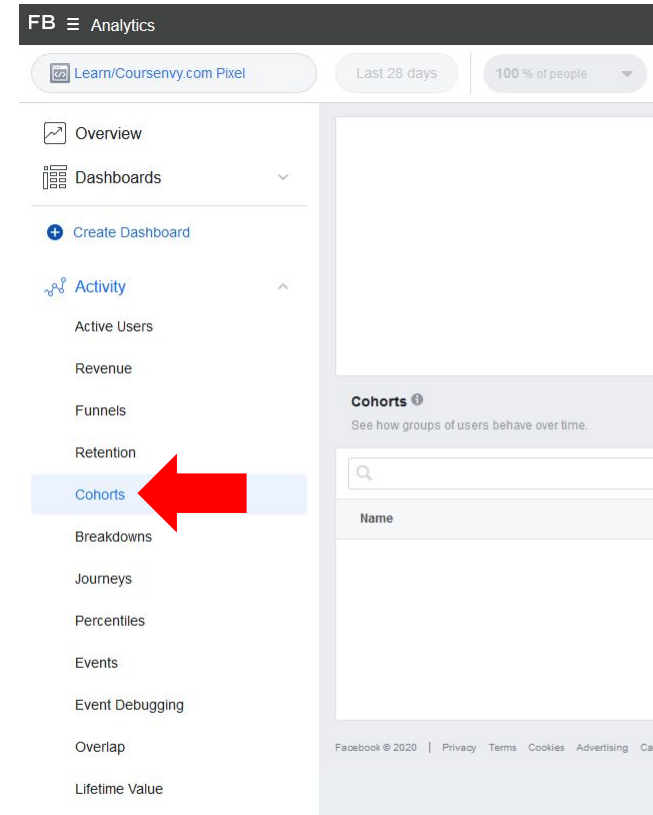
Retention

- Retention shows the percentage of people who return to your website or app. Retention can be viewed in daily, weekly, or monthly intervals.
- This is a great indicator of your content quality and relevancy to your audience!



Cohorts

- This shows the cohorts that have been created for your app or website. Cohorts are groups of people who perform two Events you choose over a given period of time, such as: **Add to Cart** and **Purchase**.
- I use cohorts to understand my client's customer retention and repeat purchase rate.



Breakdowns

- I use Breakdowns to group data by parameters like Events and demographics, which helps me shape my future ad targeting.

FB Analytics

Learn/Courser.com Pixel Last 28 days 100 % of people + Add Filter

Overview Dashboards Create Dashboard Activity Active Users Revenue Funnels Retention Cohorts Breakdowns Journeys Percentiles Events

Your Breakdown Table

Page Views by 1. Age +

More options are available by clicking here, including exporting and saving. Save

Age	Count	Count %	Unique Users
25-34	3,411	29.9%	800
35-44	2,878	25.2%	517
18-24	1,874	16.4%	418
Unknown	1,324	11.6%	214
All Other	1,140	9.99%	177
45-54	782	6.85%	238

Events

FB Analytics

Mark

Learn/Courser.com Pixel

Last 28 days

100 % of people

+ Add Filter

Overview

Dashboards

+ Create Dashboard

Activity

Active Users

Revenue

Funnels

Retention

Cohorts

Breakdowns

Journeys

Percentiles

Events

Event Debugging

Overlap

Lifetime Value

Events

See actions people take in your product.

								Deactivate	Set Up New Events
Event Type	Name	Count	Month / Month	Today's Count	Unique Users	Value	Description		
Standard	Page Views	11.4K	- 26%	300	2.27K	0			
Standard	User Activity	11.4K	- 26%	300	2.27K	0			
Custom	Microdata	8.95K	- 28.3%	215					
Custom	GeneralEvent	4.57K	- 22.3%	94					
Standard	Session End	3.83K	- 38.5%	71					
Standard	New User Activity	1.88K	- 27.8%	66					
Standard	Lead	196	- 20%	3					
Standard	Initiated Checkout	100	- 37.1%	1					
Standard	Search	42	- 35.4%	0	24	0			
Standard	Content View	31	- 76.9%	0	19	0			
Custom	Form	31	- 13.9%	0	22	0			
Standard	Purchases	20	- 33.3%	0	7	\$1.80K			

If I want to get more information about Events, I will click **Events** in the left sidebar, then select that Event, for example **Lead**.

 Learn/Coursenvy.com Pixel

Last 90 days

100 % of people

+ Add Filter

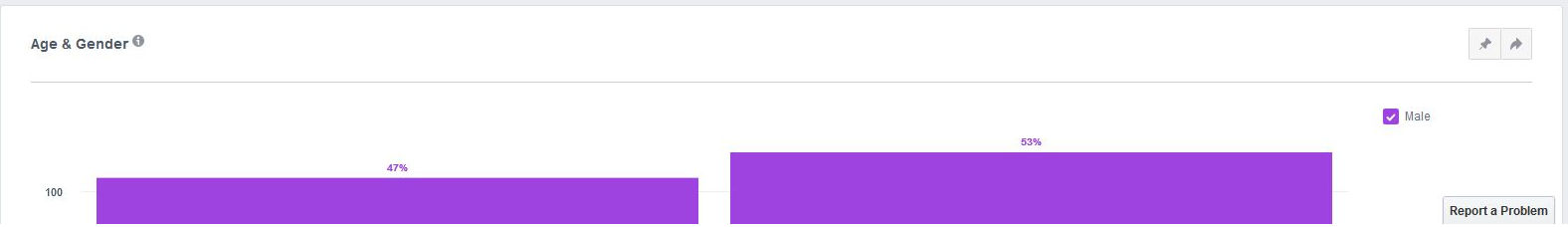
- Overview
- Dashboards
- Create Dashboard
- Activity
 - Active Users
 - Revenue
 - Funnels
 - Retention
 - Cohorts
 - Breakdowns
 - Journeys
 - Percentiles
- Events
 - Event Debugging
 - Overlap
 - Lifetime Value
- People
- Settings
- Give Feedback

Events: Lead 

Unique Users
678

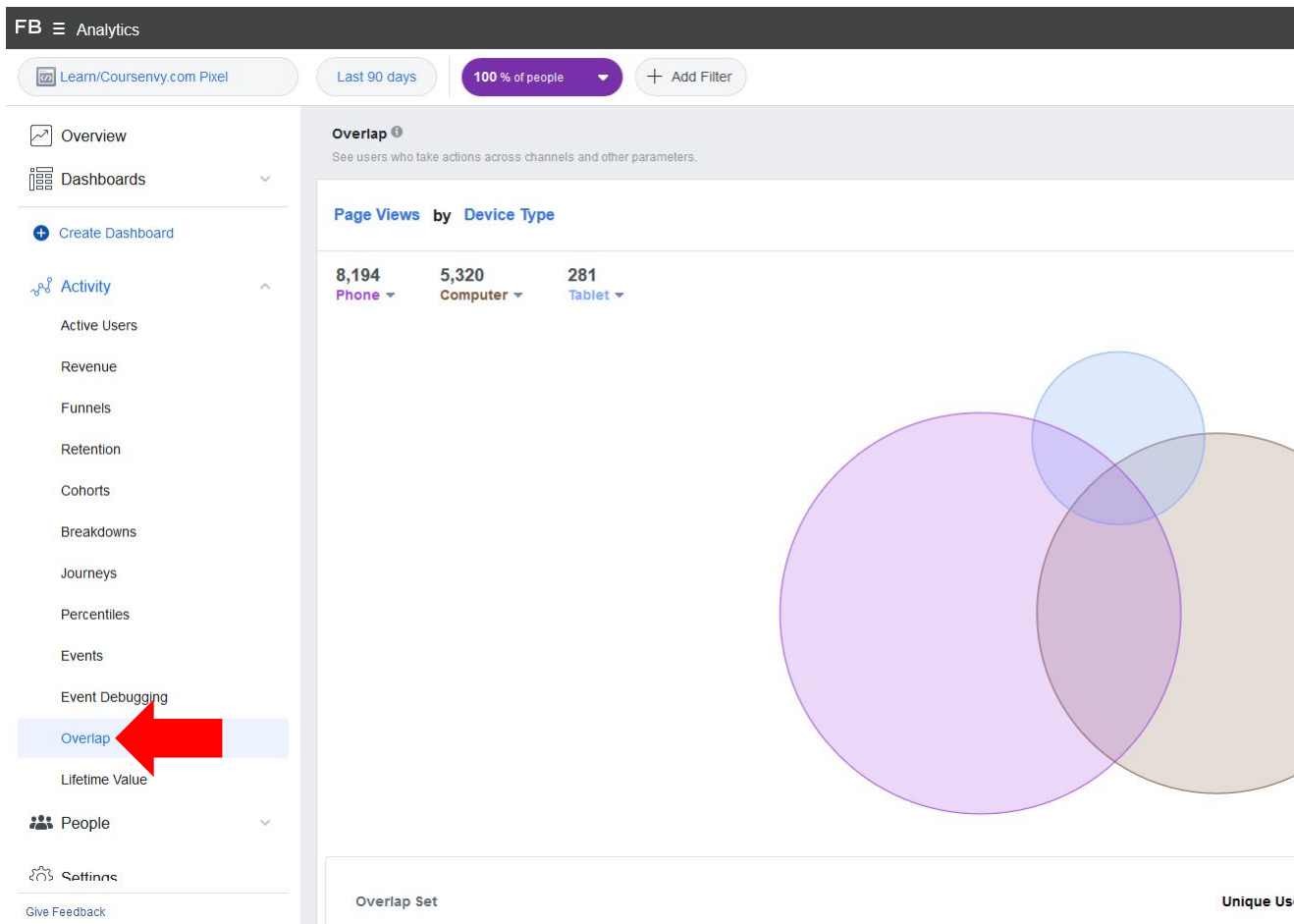
Events
971

Avg. per User
1



Overlap

- See how many people interact with your business on more than one channel or parameter.



Lifetime Value

Use **Lifetime Value** to see how much revenue was generated over time from a user. Once I see this number stop increasing, I know my optimal Custom Audience age to retarget (i.e. 6 weeks for this example or ~40 days).



Facebook Attribution

Facebook Attribution is an advertising measurement tool designed to give you a more complete picture of your customer journey and understand which of your ads are driving action.

<https://www.facebook.com/business/measurement/attribution>



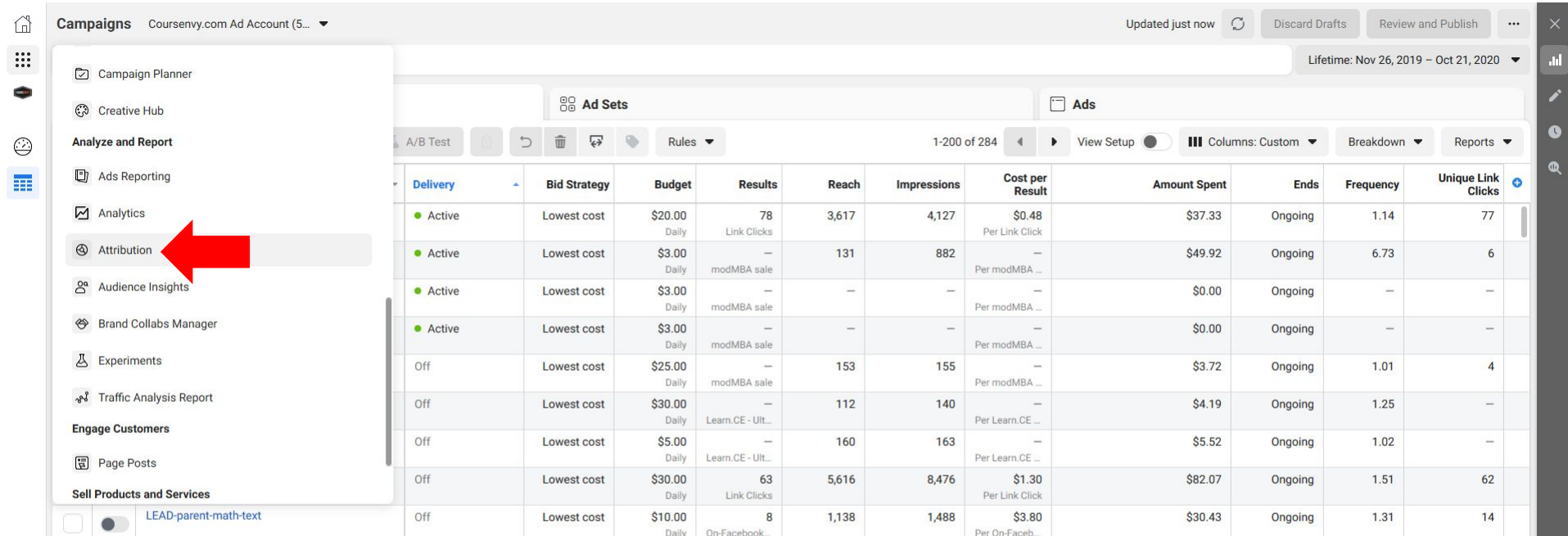
See more of your purchase path with better ad measurement.

Get Started with Facebook Attribution



Facebook Attribution

Get started with Facebook Attribution: <https://www.facebook.com/business/help/176969939431761>



The screenshot displays the Facebook Campaign Manager interface for the 'Coursenvy.com Ad Account'. The left-hand navigation menu is visible, with the 'Attribution' option highlighted by a red arrow. The main content area shows the 'Ad Sets' tab, displaying a table of ad set performance metrics. The table includes columns for Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. The data is filtered for the lifetime period from November 26, 2019, to October 21, 2020.

Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
Active	Lowest cost	\$20.00 Daily	78 Link Clicks	3,617	4,127	\$0.48 Per Link Click	\$37.33	Ongoing	1.14	77
Active	Lowest cost	\$3.00 Daily	modMBA sale	131	882	Per modMBA ...	\$49.92	Ongoing	6.73	6
Active	Lowest cost	\$3.00 Daily	modMBA sale	—	—	Per modMBA ...	\$0.00	Ongoing	—	—
Active	Lowest cost	\$3.00 Daily	modMBA sale	—	—	Per modMBA ...	\$0.00	Ongoing	—	—
Off	Lowest cost	\$25.00 Daily	modMBA sale	153	155	Per modMBA ...	\$3.72	Ongoing	1.01	4
Off	Lowest cost	\$30.00 Daily	Learn.CE - Ult...	112	140	Per Learn.CE ...	\$4.19	Ongoing	1.25	—
Off	Lowest cost	\$5.00 Daily	Learn.CE - Ult...	160	163	Per Learn.CE ...	\$5.52	Ongoing	1.02	—
Off	Lowest cost	\$30.00 Daily	Link Clicks	63	5,616	\$1.30 Per Link Click	\$82.07	Ongoing	1.51	62
Off	Lowest cost	\$10.00 Daily	On-Facebook...	8	1,138	\$3.80 Per On-Faceb...	\$30.43	Ongoing	1.31	14

Perform

Website Purchases

Days: Sep 21, 2020 – Oct 20, 2020

Coursenvy.com (721212182044693)

Choose What to Measure

Attribution uses the conversions you've already set up in your pixel or app so you can measure the events you care about.

You can change this any time to explore different results.

1/5

Back

Next

22 Website Purchases in the last thirty days from all sources.

32% Paid

7 Conversions 1,024 Visits 37 Sources

View report

9% Organic

2 Conversions 1,434 Visits 9 Sources

View report

59% Direct

13 Conversions 2,061 Visits

Conversions

22 -38.89%

Visits

4,519 -25.60%

Sources

46

Top Sources

Conversions

Visits

Top Sources

- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa7-15 Paid
- Audience Network

Attribution

Coursenvy.com

Performance

- Custom Reports
- Conversion Paths
- Settings

Performance

On September 21, 2020, we experienced a time period reporting issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this time period may not be accurate.

All channels



32% Paid

7 Conversions 1,024 Visits 37 Sources

9% Organic

2 Conversions 1,434 Visits 9 Sources

59% Direct

13 Conversions 2,061 Visits

Conversions

22 -38.89%

Visits

4,519 -25.60%

Sources

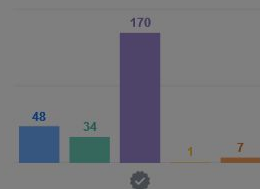
46

Top Sources

Conversions



Visits



Top Sources

- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa7-15 Paid
- Audience Network

Reporting Period

Select a Reporting Period

Your reporting includes the conversions that happened during this time period.

2/5

Back Next

Last 30 days: Sep 21, 2020 - Oct 20, 2020



On September 21, 2020, we experienced a time period reporting issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this time period may not be accurate.

Last Touch
28-day click and visit, 1-day impression

Conversions in the last thirty days from all sources.

Attribution

Coursenvy.com

Performance

Custom Reports

Conversion Paths

Settings

Performance

Website Purchases

Last 30 days: Sep 21, 2020 – Oct 20, 2020

Coursenvy.com (721212182044693)

On September 23, 2020, between 5:30 PM PDT and 7:00 PM PDT, we experienced a system issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this time period may appear different than expected. This issue did not impact delivery, billing, or reporting in Ads Manager

All channels

Facebook



There were a total of 22 Website Purchases in the last thirty days from all sources

View data sources

32% Paid

7 Conversions 1,024 Visits 37 Sources

View report

9% Organic

2 Conversions 1,434 Visits 9 Sources

View report

59% Direct

13 Conversions

Conversions

22 -38.89%

Visits

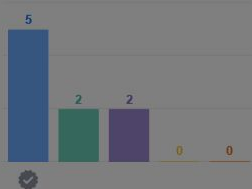
4,519 -25.60%

Sources

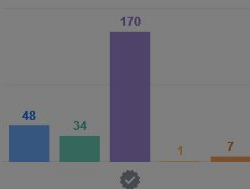
46

Top Sources

Conversions



Visits



Top Sources

- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa7-15 Paid
- Audience Network

Last Touch
28-day click and visit, 1-day impression

Attribution Window

Reporting Period



Explore Different Attribution Models and Windows

The model and window you select will determine which clicks, impressions and visits are counted in your reporting and how much credit they receive for a conversion.

You can change this at any time to focus on different parts of your marketing funnel.

3/5

Back

Next

Attribution

Coursenvy.com

Performance

Custom Reports

Conversion Paths

Settings

Performance

Website Purchases

Last 30 days: Sep 21, 2020 – Oct 20, 2020

Coursenvy.com (721212182044693)

On September 23, 2020, between 5:30 PM PDT and 7:00 PM PDT, we experienced a system issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this time period may appear different than expected. This issue did not impact delivery, billing, or reporting in Ads Manager

All channels

Facebook



There were a total of 22 Website Purchases in the last thirty days from

[View data sources](#)

32% Paid

7 Conversions 1,024 Visits 37 Sources

[View report](#)

9% Organic

2 Conversions 1,434 Visits 9 Sources

[View report](#)

Conversions

22 -38.89%

Visits

4,519 -25.60%

Sources

46

Top Sources

Conversions



Visits



Top Sources

- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa-7-15 Paid
- Audience Network



See Reporting for Sources On and Off Facebook

If you've added a Facebook pixel to your line of business, Attribution receives data about website visits from the referring URLs of your ad campaigns. This includes campaigns you may be running off of Facebook or Facebook-owned properties. Depending on the UTM parameters of these URLs, the conversions resulting from these visits are categorized as paid, organic or direct.

4/5

[Back](#)

[Next](#)

Attribution

Coursenvy.com

Performance

Custom Reports

Conversion Paths

Settings

Performance

Website Purchases

On September 23, 2020, between 5:30 PM PDT and 7:00 PM PDT, we experienced a system issue. This issue did not impact delivery, billing, or reporting.

All channels Facebook



There were a total of 22 Website Purchases in

View data sources

32% Paid

7 Conversions 1,024 Visits 37 Sources

View report

9% Organic

2 Conversions 1,434 Visits 9 Sources

View report

59% Direct

13 Conversions 2,061 Visits

Conversions

22 -38.89%

Visits

4,519 -25.60%

Sources

46

Top Sources

Conversions



Visits



Top Sources

- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa7-15 Paid
- Audience Network



Select a Line of Business

The reporting you see in Attribution is specific to this line of business. See your different lines of business and switch between them.

You can also create a new line of business at any time.

5/5

Back

Next

Coursenvy.com (721212182044693)



Attribution

Coursenvy.com

Performance

Custom Reports

Conversion Paths

Settings

Now you can review data for any event you want.

EXAMPLE: The source “Google → Paid Ads” resulted in 5 “Website Purchase” conversion events.

Performance

Website Purchases

Last 30 days: Sep 21, 2020 – Oct 20, 2020

Coursenvy.com (721212182044693)

All channels

Facebook



Last Touch

28-day click and visit, 1-day impression



There were a total of 22 **Website Purchases** in the last thirty days from all sources.

[View data sources](#)

32% Paid

7 Conversions 1,024 Visits 37 Sources

[View report](#)

9% Organic

2 Conversions 1,434 Visits 9 Sources

[View report](#)

59% Direct

13 Conversions 2,061 Visits

Conversions

22 -38.89%

Visits

4,519 -25.60%

Sources

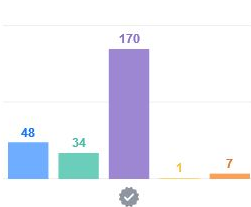
46

Top Sources

Conversions



Visits



Top Sources

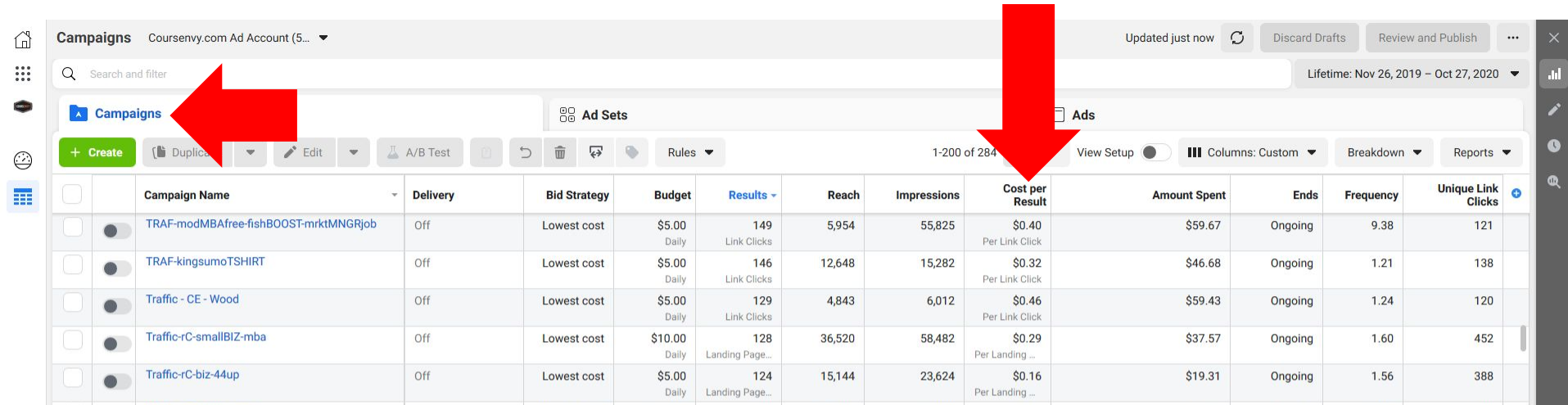
- Google Paid
- coursenvy (Organic) Organic
- Facebook Paid
- conv-99modmba-courses-usa7-15 Paid
- Audience Network Paid

Facebook Tracking + Reporting Conversion Example

EXAMPLE: Tracking Conversions

A common question I get is “How do I see the number of people converting on my website after clicking on my ad?”

- Tracking **Conversions** from your ad can be viewed right in your Ads Manager via the **Cost Per Result** column on the **Campaigns** tab.

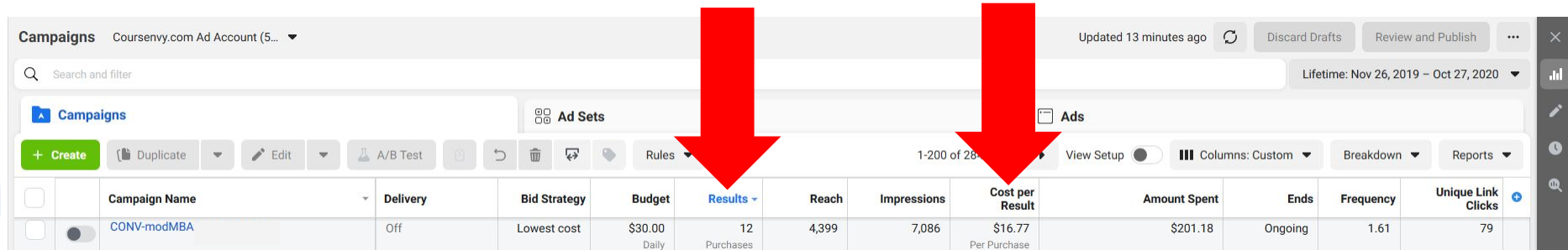


The screenshot displays the Facebook Ads Manager interface. The 'Campaigns' tab is selected, showing a list of campaigns. The columns displayed are: Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. The 'Cost per Result' column is highlighted with a red arrow. The 'Results' column shows the number of link clicks for each campaign.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	TRAF-modMBAfree-fishBOOST-mrktMNGRjob	Off	Lowest cost	\$5.00 Daily	149 Link Clicks	5,954	55,825	\$0.40 Per Link Click	\$59.67	Ongoing	9.38	121
☐	TRAF-kingsumoTSHIRT	Off	Lowest cost	\$5.00 Daily	146 Link Clicks	12,648	15,282	\$0.32 Per Link Click	\$46.68	Ongoing	1.21	138
☐	Traffic - CE - Wood	Off	Lowest cost	\$5.00 Daily	129 Link Clicks	4,843	6,012	\$0.46 Per Link Click	\$59.43	Ongoing	1.24	120
☐	Traffic-rC-smallBIZ-mba	Off	Lowest cost	\$10.00 Daily	128 Landing Page...	36,520	58,482	\$0.29 Per Landing ...	\$37.57	Ongoing	1.60	452
☐	Traffic-rC-biz-44up	Off	Lowest cost	\$5.00 Daily	124 Landing Page...	15,144	23,624	\$0.16 Per Landing ...	\$19.31	Ongoing	1.56	388

EXAMPLE: Tracking Conversions

When you create a Conversion objective campaign (and select the Conversion Event for that specific campaign at the Ad Set level), the Cost Per Result is a default metric that appears in your Ads Manager ad reporting and is the total Conversion Events tracked from your campaign. These Conversion Events can include **Standard Events** and **Custom Conversions**, like this Standard Event example “per Purchase”

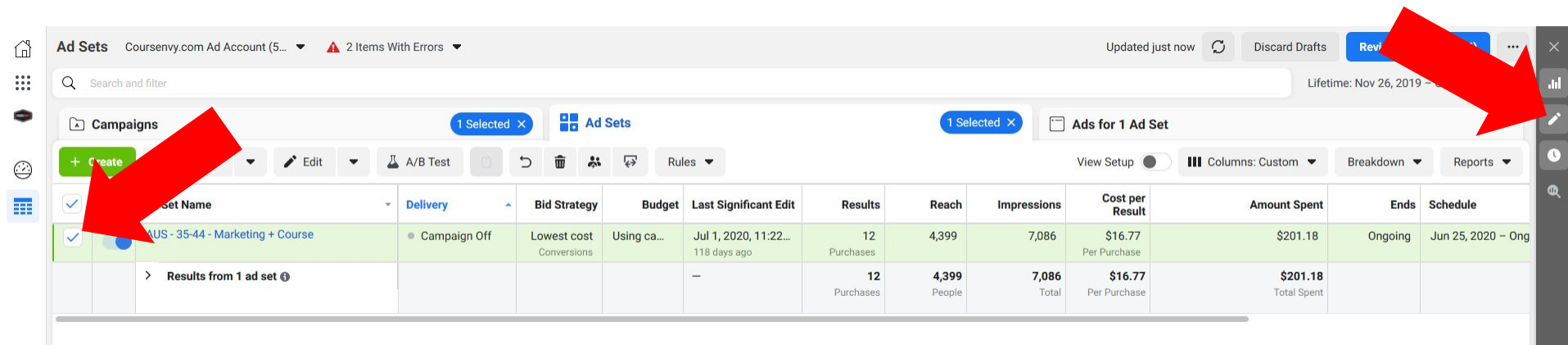


The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected for the 'Coursenvy.com Ad Account'. A search bar and filters for 'Lifetime: Nov 26, 2019 – Oct 27, 2020' are visible. Below the navigation bar, the 'Campaigns' section shows a table with columns: Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. A red arrow points to the 'Results' column, which shows 12 Purchases. Another red arrow points to the 'Cost per Result' column, which shows \$16.77 Per Purchase. The campaign 'CONV-modMBA' is highlighted in blue.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	CONV-modMBA	Off	Lowest cost	\$30.00 Daily	12 Purchases	4,399	7,086	\$16.77 Per Purchase	\$201.18	Ongoing	1.61	79

EXAMPLE: Tracking Conversions

1. Select the checkbox next to the Conversion campaign
2. Click the edit pencil icon in the right sidebar

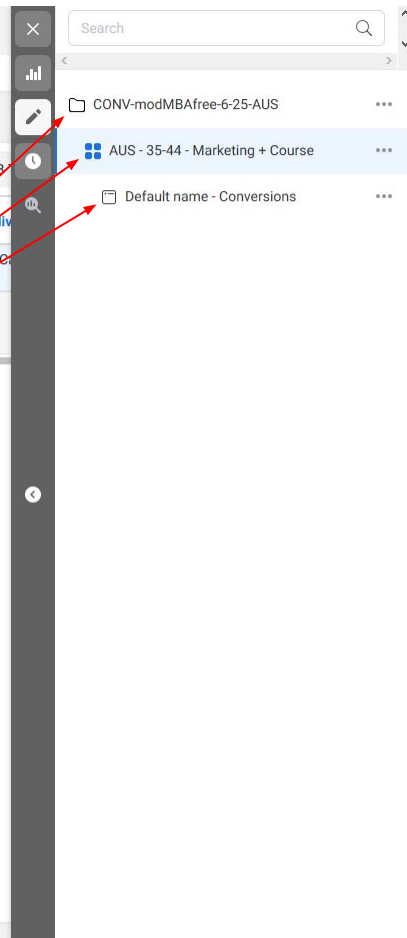


The screenshot displays the Facebook Ads 'Ad Sets' interface. At the top, the account is 'Coursenvy.com Ad Account (5...)' with a warning for '2 Items With Errors'. The 'Campaigns' tab is selected, showing '1 Selected'. The 'Ad Sets' tab is also selected, showing '1 Selected'. The 'Ads for 1 Ad Set' tab is visible. The table below lists the ad sets:

Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
AUS - 35-44 - Marketing + Course	Campaign Off	Lowest cost Conversions	Using ca...	Jul 1, 2020, 11:22... 118 days ago	12 Purchases	4,399	7,086	\$16.77 Per Purchase	\$201.18	Ongoing	Jun 25, 2020 - Ong
Results from 1 ad set					12 Purchases	4,399 People	7,086 Total	\$16.77 Per Purchase	\$201.18 Total Spent		

In the edit page we can view the 3 LEVELS of our ad campaign.

-OBJECTIVE
-AD SET
-AD



CONV-modMBAfree-6-25-AUS > AUS - 35-44 - Marketing + Course > 1 Ad Campaign Off

Edit Review

Ad Set Name

Create Name Template

AUS - 35-44 - Marketing + Course

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Conversion Event

Purchase

Dynamic Creative

On ☒

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Discard Draft Publish

OBJECTIVE AD SET AD

Click on the Ad Set level.

The screenshot shows the Facebook Ads Manager interface. At the top, it says 'Ad Sets' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and a list of ad sets. The ad set 'AUS - 35-44 - Marketing + Course' is selected and highlighted in blue. A red arrow points from the 'OBJECTIVE AD SET AD' text to this ad set. The interface also shows a sidebar with various icons and a bottom section with 'Results from 1 ad set'.

The screenshot shows the Facebook Ads 'Review' page for the 'AUS - 35-44 - Marketing + Course' ad set. The page is divided into several sections: 'Ad Set Name' (AUS - 35-44 - Marketing + Course), 'Conversion' (Conversion Event Location: Website), 'Pixel' (Learn/Coursenvy.com Pixel, Pixel ID: 466681210923458), 'Conversion Event' (Purchase), 'Dynamic Creative' (On), and 'Budget & Schedule'. The 'Audience Definition' section shows a gauge for 'Specific' and 'Broad' audience definitions, with a note that the audience definition is unavailable. The 'Estimated Daily Results' section shows that results are unavailable due to a budget optimized across ad sets. At the bottom, there is a 'Close' button and a 'Publish' button.

This is the **Conversion Event** we are tracking for this Conversion objective campaign.

You can edit the event you want to track for this campaign right here at the Ad Set level.



CONV-modMBAfree-6-25-AUS > AUS - 35-44 - Marketing + Course > 1 Ad Campaign Off

Edit Review

Ad Set Name

Create Name Template

AUS - 35-44 - Marketing + Course

Conversion

Conversion Event Location

☒ Website

☐ App

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel
Pixel ID: 466681

Conversion Event

Purchase

Dynamic Creative

On ☐

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close Discard Draft Publish

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

When creating a Conversion objective campaign, you can select from **Custom Conversions** you manually create or **Standard Events**. Created by default from your Facebook Pixel.

Standard Event

Custom Conversion

The screenshot displays the Facebook Ads Manager interface for a campaign named 'AUS - 35-44 - Marketing + Course'. The left sidebar shows the 'Ad Sets' section with a table listing the ad set. The main content area shows the 'Conversion' setup for the selected ad set. The 'Conversion Event Location' is set to 'Website'. The 'Pixel' is 'Learn/Coursenvy.com Pixel' with ID '466681210923458'. The 'Conversion Event' dropdown is open, showing a list of events: 'Search' (32 events received), 'View Content' (24 events received), 'Learn.CE - JOINED ANY COURSE' (121 events received), 'Subscribe' (21 events received), and 'Initiate Checkout'. A red arrow points from the text 'Standard Event' to the 'Search' event. Another red arrow points from the text 'Custom Conversion' to the 'Learn.CE - JOINED ANY COURSE' event. The right sidebar shows a 'Review 1 Error' message: 'Invalid Attribution Window For App Event Optimization: Please specify 'pixel_id' in promoted object in order to optimize for longer attribution window (more than 1 day). (#1885533)'. Below this, the 'Audience Definition' section shows a 'Potential Reach: Unavailable' message. The 'Estimated Daily Results' section shows a message: 'Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.' At the bottom right, there are buttons for 'Discard Draft' and 'Publish'.

Ad Sets Coursenvy.com Ad Account (5... 2 Items With Error

Search

CONV-modMBAfree-6-25-AUS

AUS - 35-44 - Marketing + Course

Default name - Conversions

Ad Set Name

AUS - 35-44 - Marketing + Course

Results from 1 ad set

Conversion

Conversion Event Location

Website

App

Messenger

WhatsApp

Pixel

Learn/Coursenvy.com Pixel

Pixel ID: 466681210923458

Conversion Event

Choose an event

ACTIVE

Search

32 events received

View Content

24 events received

Learn.CE - JOINED ANY COURSE

121 events received

Subscribe

21 events received

Initiate Checkout

By Define a New Custom Conversion

Close All edits saved

Review 1 Error

Invalid Attribution Window For App Event Optimization: Please specify 'pixel_id' in promoted object in order to optimize for longer attribution window (more than 1 day). (#1885533)

Audience Definition

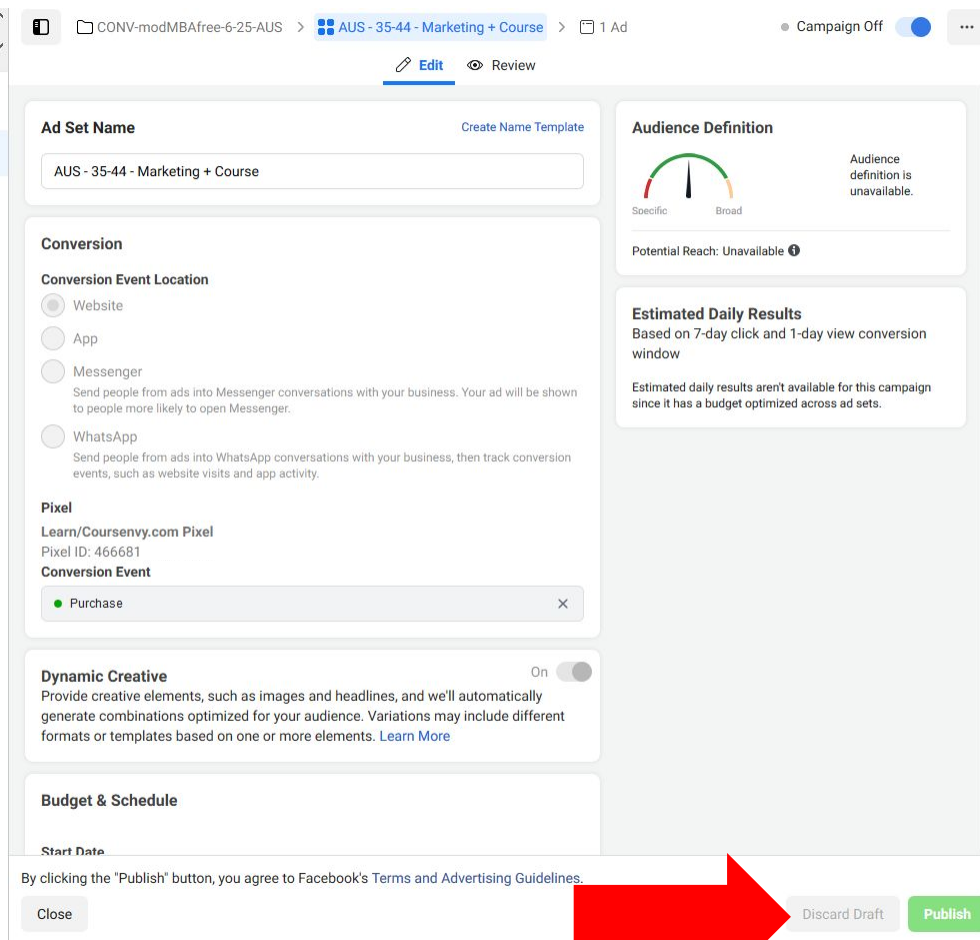
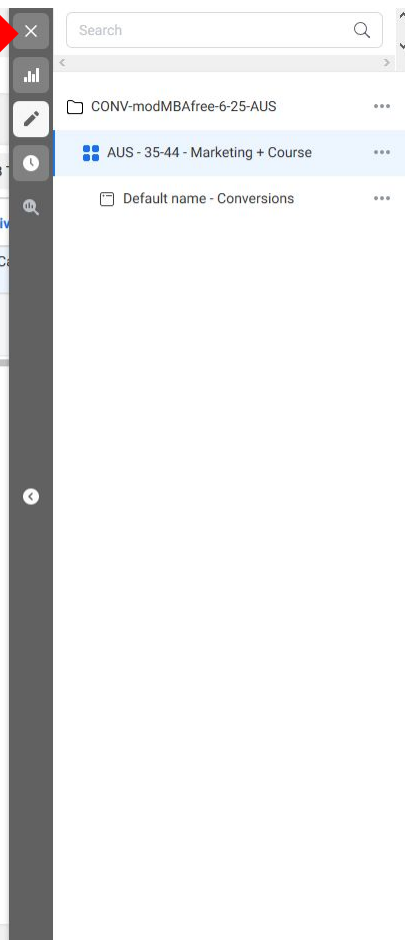
Potential Reach: Unavailable

Estimated Daily Results

Discard Draft Publish

Once you edit an ad campaign, you will have the option to “**Discard Draft**” or “**Publish**” the changes.

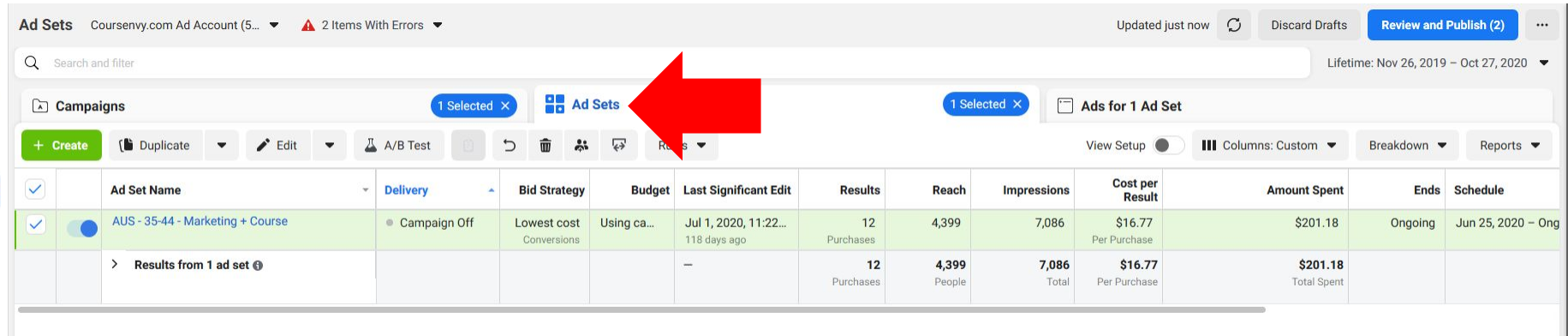
Since we didn’t make any changes we will close this edit page.



Ad Set Level

Now we are on the Ad Set level for this specific campaign and can view our Ads Manager reporting for the Ad Set.

I will use the Ad Set level to split test campaigns via TARGETING (such as testing different audiences and placements) to see which is driving the most results for the lowest costs.



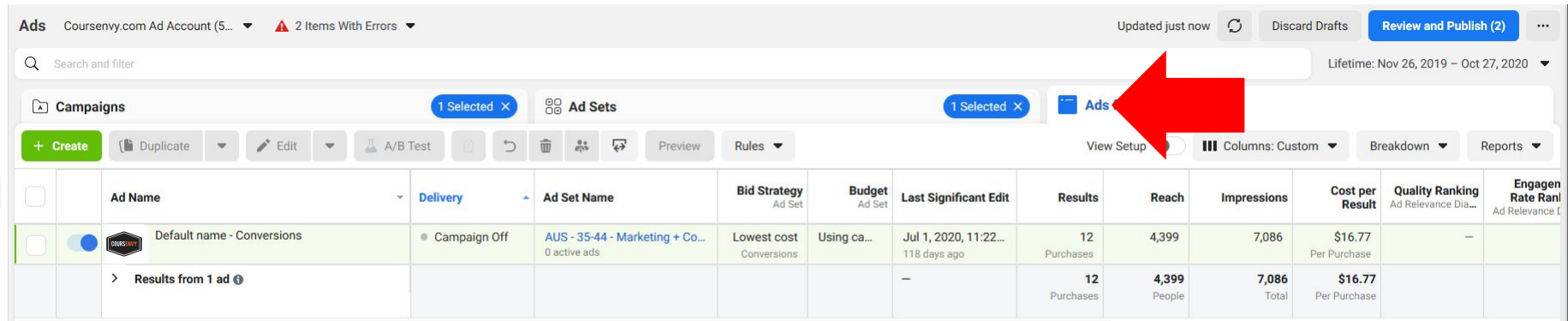
The screenshot shows the Facebook Ads Manager interface. At the top, the header indicates 'Ad Sets' for 'Coursenvy.com Ad Account (5...)' with a warning for '2 Items With Errors'. The main navigation bar includes tabs for 'Campaigns', 'Ad Sets', and 'Ads for 1 Ad Set'. A red arrow points to the 'Ad Sets' tab, which is currently selected. Below the navigation bar, there is a table of ad sets. The table has columns for Ad Set Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and Schedule. The first row shows an ad set named 'AUS - 35-44 - Marketing + Course' with a status of 'Campaign Off', a bid strategy of 'Lowest cost Conversions', and a budget of 'Using ca...'. The results show 12 purchases, 4,399 reach, 7,086 impressions, and a cost per result of \$16.77. The amount spent is \$201.18, and the campaign is ongoing, scheduled to end on Jun 25, 2020.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
AUS - 35-44 - Marketing + Course	Campaign Off	Lowest cost Conversions	Using ca...	Jul 1, 2020, 11:22... 118 days ago	12 Purchases	4,399	7,086	\$16.77 Per Purchase	\$201.18	Ongoing	Jun 25, 2020 - Ong
> Results from 1 ad set					12 Purchases	4,399 People	7,086 Total	\$16.77 Per Purchase	\$201.18 Total Spent		

Ad Level

Next click the Ad tab. Now we are on the Ad level for this specific campaign and can view our Ads Manager reporting for this specific Ad. For example, I'll click the **Breakdown** menu for Dynamic Ad Creative results.

I will use the Ad level to split test campaigns via CREATIVES (such as images/videos and text/CTA) to see which is driving the most results for the lowest costs.



The screenshot shows the Facebook Ads Manager interface. At the top, the account is 'Coursenvy.com Ad Account (5...)' with '2 Items With Errors'. The 'Ads' tab is selected, indicated by a red arrow. The interface shows a table of ad creatives with columns for Ad Name, Delivery, Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, and Engagement Rate. The table shows one ad creative with a cost of \$16.77 per purchase. The 'Breakdown' menu is visible at the bottom right.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate
Default name - Conversions	Campaign Off	AUS - 35-44 - Marketing + Co...	Lowest cost	Using ca...	Jul 1, 2020, 11:22...	12 Purchases	4,399	7,086	\$16.77 Per Purchase	—	—
Results from 1 ad						12 Purchases	4,399 People	7,086 Total	\$16.77 Per Purchase		

